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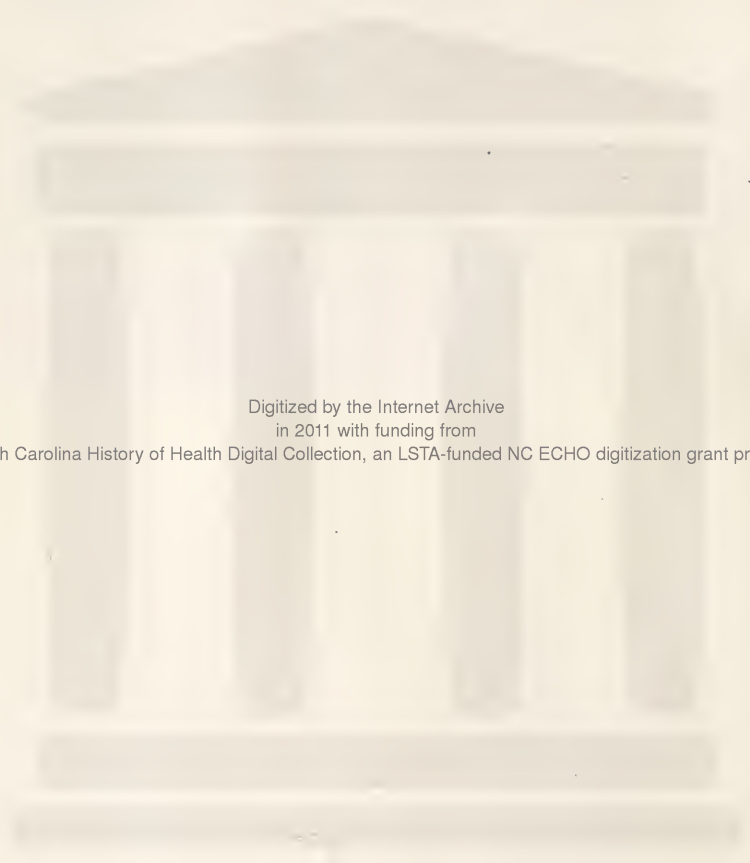
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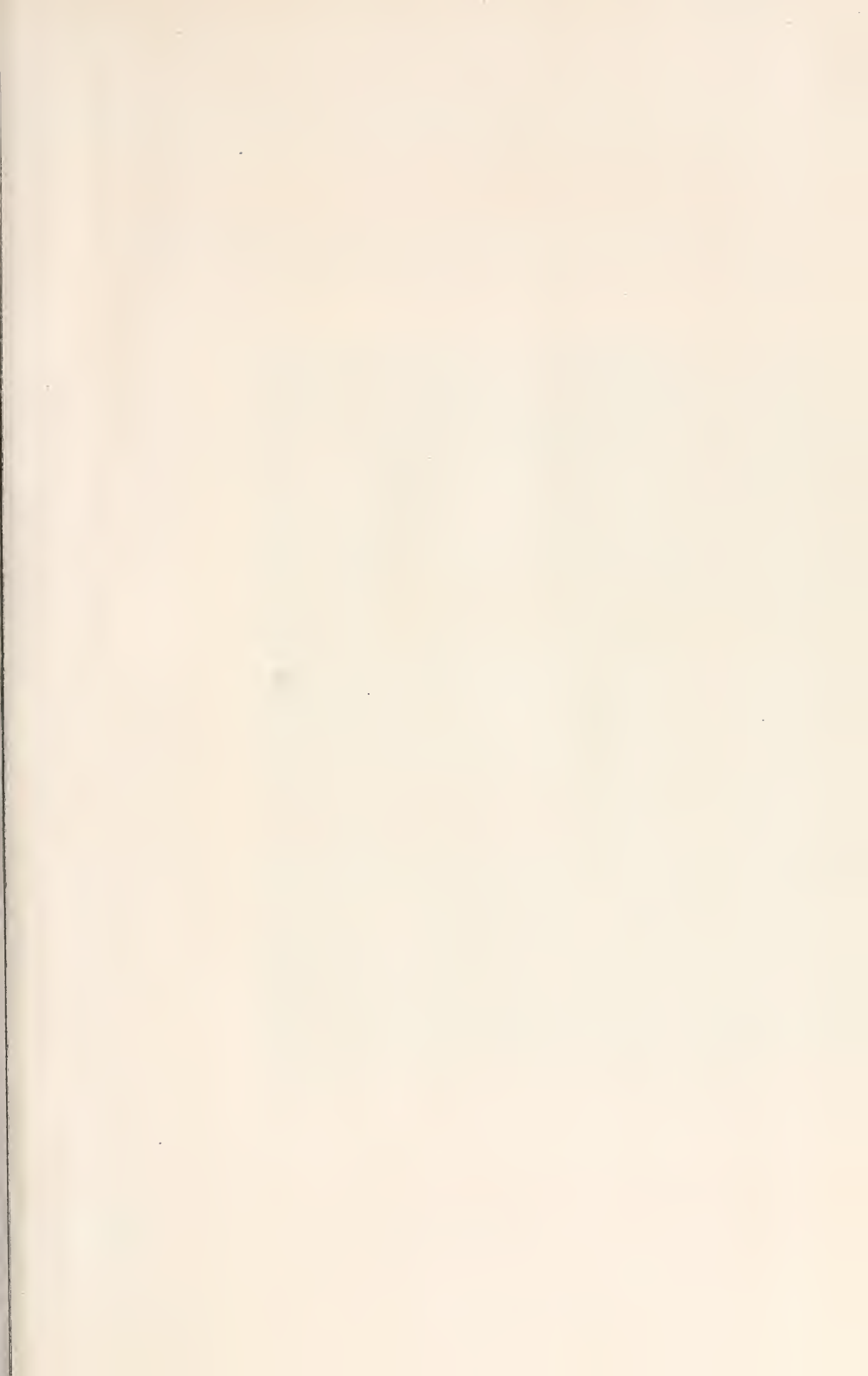
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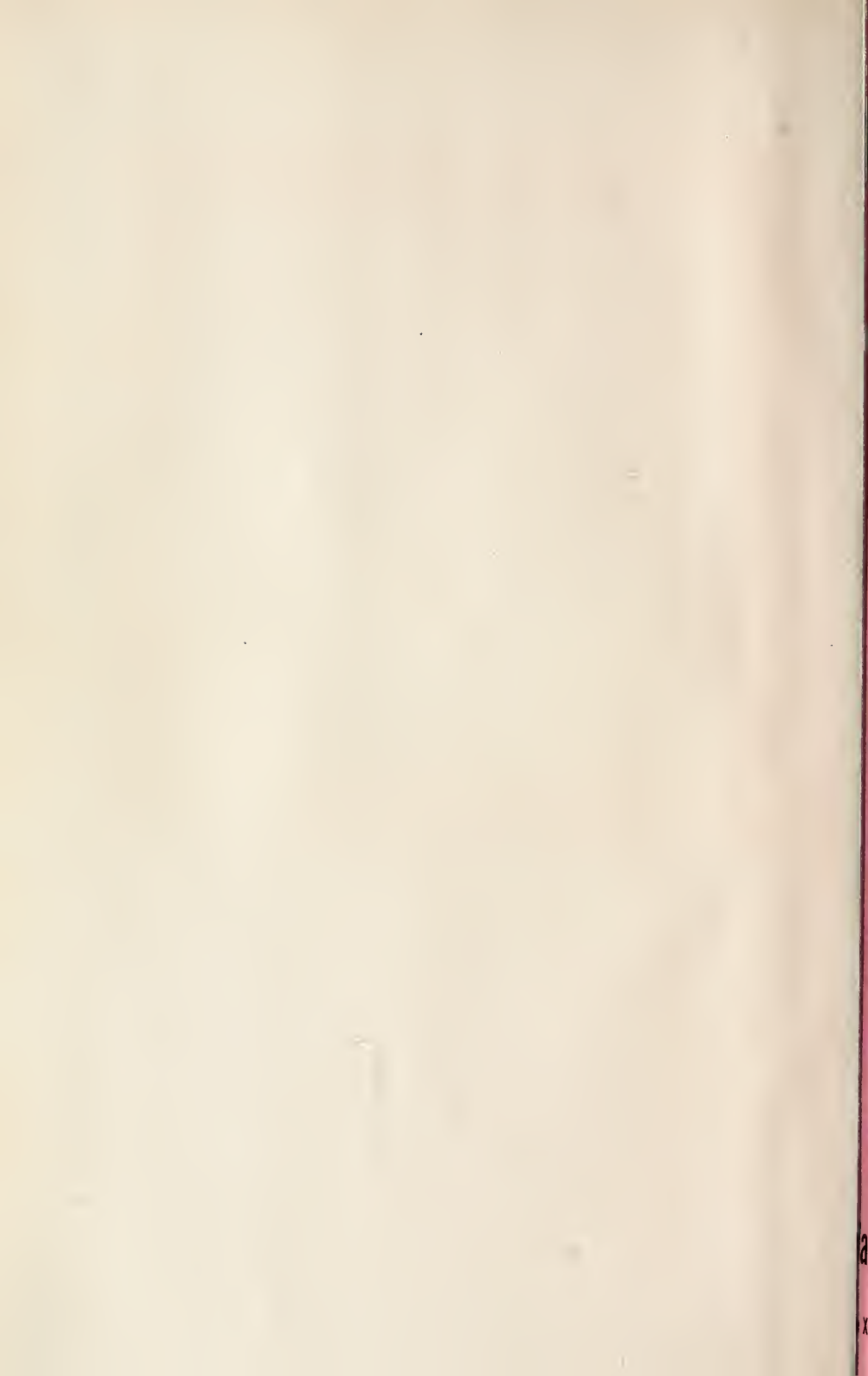
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The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

BALB...
JAN 22 1953



Before a compound can be tested, it must be made, either by synthesis or other process. Here are some of the 5,000 compounds tested for anti-tuberculous activity, about 20 a week, over a five-year period in the Research Laboratories of E. R. Squibb & Sons. By far, most of these compounds were prepared by the Division of Medicinal Chemistry. A few came from other sources.

IN THIS ISSUE

- Credit and Collections
- "Mr. Faithful" Honored
- Insulin & the Sales Tax

an., 1953

XXXIV Number 1

*New, Improved 'Homicebrin'
with Vitamin B₁₂*

'Homicebrin' now provides six essential vitamins in a smooth, palatable, homogenized mixture.

Each 5 cc. contain:

Vitamin A (Palmitate)	3,000 U.S.P. units
Thiamin Chloride.....	1 mg.
Riboflavin.....	1.2 mg.
Vitamin B ₁₂ (Activity Equivalent).....	3 mcg.
Ascorbic Acid.....	60 mg.
Vitamin D.....	1,000 U.S.P. units

Feature the 4-ounce and economical 1-pint bottles in your prescription department. There is no increase in price.

*Eli Lilly and Company
Indianapolis 6, Indiana, U.S.A.*



*For the prophylaxis or treatment of
multiple vitamin deficiencies in infants
and children, physicians prescribe*

'Homicebrin'

(HOMOGENIZED MULTIPLE VITAMINS, LILLY)

Chloromycetin®

notably effective,
well tolerated, broad spectrum
antibiotic



CHLOROMYCETIN Kapsels,® 250 mg., bottles of 16 and 100.
CHLOROMYCETIN Capsules, 100 mg., bottles of 25 and 100.
CHLOROMYCETIN Capsules, 50 mg., bottles of 25 and 100.
PEDIATRIC CHLOROMYCETIN PALMITATE, equivalent to 125 mg. CHLOROMYCETIN per teaspoonful (4 cc.), 60-cc. bottles.
CHLOROMYCETIN Ophthalmic, 25 mg. dry powder for solution, individual vials with droppers.
CHLOROMYCETIN Ophthalmic Ointment, 1%, ¼-ounce collapsible tubes.
CHLOROMYCETIN Cream, 1%, 1-ounce collapsible tubes.
Amoules CHLOROMYCETIN Solution, 2-cc. amoules containing 250 mg.
CHLOROMYCETIN in each cc., packages of 6.

CHLOROMYCETIN (chloramphenicol, Parke-Davis) is well tolerated in a wide range of infectious disorders. Its usefulness in the hands of the physician has broadened over the years as studies of its effectiveness and tolerability have continued. The many hundreds of clinical reports on **CHLOROMYCETIN** emphasize repeatedly the infrequent occurrence of even mild signs and symptoms of gastrointestinal distress and other side effects in patients receiving the drug.

Similarly, the broad clinical effectiveness of **CHLOROMYCETIN** has been established, and serious blood disorders following its use are rare. Because it is a potent therapeutic agent, **CHLOROMYCETIN** should not be used indiscriminately or for minor infections—and, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

Its wide range of indications and successful record of treatment in millions of patients make **CHLOROMYCETIN** a notable contribution to modern therapy.



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DETROIT, MICHIGAN

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ESTABLISHED 1910

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ROCKY MOUNT, NORTH CAROLINA

May 15, 1951

Mr. J. S. Montgomery
Galeski Photo Center
2 South Eighth Street
Richmond, Virginia

Dear Mr. Montgomery:

This is being written to compliment you on the quality of your photo finishing.

You have had our account since March 1950, and our photo finishing volume has increased over five times.

We attribute this phenomenal increase to the superior quality of your work, plus the quick service rendered on returns. This of course means more satisfied customers and adds to the prestige of our photo department.

Congratulations for doing a swell job, keep up the good work.

Very truly yours,
(Signed) R. E. Fleming
I. W. Rose Drug Company

With the proper cooperation on your part we can do as much for you.

We serve more Drug Stores and Camera Shops in North Carolina than any other finishers.

Each day we develop more rolls. Each day we make more prints than any other plant in the South.

TOP QUALITY

POPULAR PRICES

FAST SERVICE

LIBERAL DISCOUNT



Through the addition of new equipment and trained employees, we are now able to announce that we are actively soliciting new business on an exclusive basis, from preferred accounts in each city or town.

For further information write, 'phone or wire

P. O. Box 658
Richmond, Va.

AN OLD SOUTHERN CUSTOM...



More Popular Than Ever!



FROM THE LOVERS of yesterday the lovers of today have inherited the Old Southern Custom of giving Nunnally's. And they are using Nunnally's Box Bountiful more and more as a symbol of affection. Why not give that lovely lady a thrill with a box of Nunnally's today?



GIVE
Nunnally's
THE CANDY OF THE SOUTH

Revolution... in prescription-writing habits!

Get ready to cash in on a drastic change in prescription-writing habits! The Committee on Therapeutic Nutrition, Food and Nutrition Board, National Research Council for the first time has recommended two vitamin preparations, opening a whole new field of prescription requirements.

Another Squibb First!

One is the "stress" formula, intended for appropriate therapeutic use in physiologic stress. *It has already been encapsulated by Squibb and is available under the trade name NOVOGRAN.*

The other preparation is a new maintenance formula, *available under the Squibb trade name PARGAN.*

One of the most extensive detailing and direct mail operations in Squibb history has been in progress since early last month. *Prescription demand should be immediate.* Be sure of being able to meet the prescription requirements of your physicians, order NOVOGRAN and PARGAN now.



NOVOGRAN

Ascorbic Acid	300 mg.
Thiamine Mononitrate	10 mg.
Riboflavin	10 mg.
Niacinamide	100 mg.
Pyridoxine Hydrochloride	2 mg.
Calcium Pantothenate	20 mg.
Vitamin B ₁₂ activity	4 mcgm.
Folic Acid	1.5 mg.
Menadione (vitamin K analog)	2 mg.

(Bottles of 100 and 500)

PARGAN

Vitamin A (synthetic)	5000 U. S. P. Units
Vitamin D	400 U. S. P. Units
Menadione (vitamin K analog)	2 mg.
Ascorbic Acid	50 mg.
Calcium Pantothenate	5 mg.
Thiamine Mononitrate	2 mg.
Riboflavin	2 mg.
Pyridoxine Hydrochloride	0.5 mg.
Vitamin B ₁₂ activity	2 mcgm.
Folic Acid	0.25 mg.
Niacinamide	20 mg.

(Bottles of 30, 100 and 1000)

SQUIBB

Your Prescription Department

Is the most profitable department in your store

Prescription business offers virtually unlimited opportunities for the **SALE of ADDITIONAL MERCHANDISE** as proved by a survey showing that an average of 74% of customers who come into drug stores for prescriptions buy other items while in the store.

Merchandise your Rx Department—consistently selling your customers always on the “Professional” aspect of this department.

We will be happy to obtain promotional material for you. Write us or ask our salesman.



Owens & Minor Drug Company

Incorporated

**1000-1008 E. Cary Street
Richmond, Va.**

“Good Drug Wholesalers Since 1882”

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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JANUARY, 1953

No. 1

Joint Group to Sponsor New Pharmacy Law

Representatives of the Board of Pharmacy, the School of Pharmacy, the Pharmacy Laws Revision Committee as well as the Association's Executive and Legislative Committees met in Chapel Hill recently to consider the advisability of introducing the revised Pharmacy Law during the present General Assembly, now in session in Raleigh.

The joint group voted to introduce the Proposed Law this year and instructed Attorney F. O. Bowman and Secretary Smith to take the necessary steps to effectuate this. The Law is now being drawn by the Attorney General of the State and will be introduced very shortly. Once this has been done, the Law's fate will be in the hands of the pharmacists of the State.

The action taken by the joint group was based largely upon the results of a mail ballot conducted by the Pharmacy Law Revision Committee this past summer. Of those pharmacists voting, about 80% indicated they favored introduction of the Law at this time.

One major change in the Proposed Pharmacy Law was made by vote of the joint group—the recommended store permit of \$20 was cut to \$15 annually. To compensate for this, the annual renewal of pharmacists' licenses was increased from \$5 to \$10. It was the general opinion of the group that this would more fairly distribute the Board of Pharmacy's source of income.

The Board of Pharmacy has been running a deficit of about \$5,000 a year for several years. Had not the Board built up a substantial reserve during the war years, when its enforcement program was practically non-existent, its activities would have been curtailed long ago.

At one time the Board operated with a small staff. A salary of \$200 a month was tops. The inspectors traveled on cheap gasoline and tires and could get a nice room for \$2 a night. Today, no pharmacist competent to direct the Board's program or do its inspection work is willing to exist on wages prevailing ten or twenty years ago. And as for travel expenses, inflation and the inn keepers have taken care of that.

Those familiar with the situation agree the Board will have to have more revenue with which to carry on its work, or else eliminate most of its enforcement program.

The Proposed Pharmacy Act will be but one of several thousand bills to be considered by the Assembly. Watch the daily papers and our bulletins for legislation affecting you and your profession. And more important, see that your legislative representatives are properly informed on the merits and short-comings of those bills in which you are interested. With 170 legislators at work, many of them with not the slightest inkling of our problems, we all need to remain on the alert.

Member of Council

The N. C. Pharmaceutical Association now holds membership in the N. C. Health Council along with medicine, dentistry, nursing, public health, etc. Headquarters of the Council is in Raleigh.

New Owners

The Haymont Drug Company of Fayetteville has been sold to Pharmacist C. B. Strickland and George E. Matthews, Jr. This store was established by L. E. Reaves, Jr., later sold to J. W. Wooten, who in turn disposed of the business to H. M. Clayton. The present owners will operate the business as "Strickland-Matthews Drug Store."

Applies for Permit

Jesse Turlington, well known pharmacist of Lumberton, and others have applied for a permit to establish a drug store in Lumberton. The application will be considered by the State Board of Pharmacy on January 20th.

Heads for Florida

The envy of all pharmacists up Asheville way is Moss Salley, Jr., who spends two or three months in Florida each winter. While enjoying the warm breezes, Moss keeps his professional hand in at Palmer's Pharmacy, 607 East Los Olas Blvd., Fort Lauderdale.

Locates in Asheville

J. Howard Mock, with headquarters in Asheville, is now Western N. C. representative of Ayerst, McKenna & Harrison, biological and pharmaceutical manufacturers of Rouses Point, N. Y.

The Lynches Move to Dunn

Mr. and Mrs. Herman Lynch of Wilmington have moved to Dunn where Mr. Lynch will be associated with Mr. Paul C. Hood in the operation of Hood's Drug Store. John H. Lowder leaves Hood's to enter medical school training.

Returns to Greensboro

After an absence of a year, Lon D. Russell has returned to Greensboro where he is now employed by Walgreen. Lon spent

most of 1952 in Jacksonville mixing a bit of fishing in with his pharmaceutical work. Now on a 5-day week, Lon says he now has time to get out and visit his friends.

Returns to Work

Having recovered from a recent illness, which necessitated a period of hospitalization in Roanoke, Virginia, William S. Gunn has returned to the active practice of pharmacy by accepting a position with the Tayloe Drug Company of Washington. During the early part of 1952, Mr. Gunn made his home in Draper where he was employed by the Draper Pharmacy.

On Sick List

C. Norman Smith, Washington, D. C., pharmacist, has been bedridden for the past 18 months. Licensed in N. C. in 1910, Mr. Smith has spent most of the past 40 years in Washington, first, as the owner of his own pharmacy, later as an employee pharmacist with various Capital City pharmacies.

A for Effort

We have already conferred "A for Effort" on a long list of JOURNAL readers who sent in their version of the note (CJP, Dec., p. 646), but so far no one has carried off the prize.

W. A. Ward, Ward's Drug Store, Swannanoa, supplied the note and followed it with the correct solution: Aletris Cordial, manufactured by Rio Chemical Company, St. Louis, Mo.

Most contestants figured the customer wanted a bottle of Cardui.

New Address

Harry R. Stalcup of Morehead City is now making his home in Goldsboro, Route 5.

"52 in 53"

Last year Bill McDonald, Claude Suttlemyre and Harry Mauney filled 50,595 prescriptions at the Ninth Avenue Pharmacy, Hickory. This represented an increase of 4,490 prescriptions over the previous year.

While no announcement has been made, we presume Bill and his co-workers will try and make it a thousand a week this year, or "52 in 53."

Fire Destroys Charlotte Firm

Stanley Drug Store, Inc., 1959 East 7th Street, Charlotte, was destroyed by fire on December 4. The owners have already obtained a permit for erection of a new building, which, when completed, will be one of the largest drug stores in the state—75 by 100 feet.

Holiday Window

A particularly appropriate Christmas window installed in the Caldwell Drug Store, Granite Falls, by Mrs. Joel Simmons attracted visitors to the store during the recent holiday season. An open Bible on a setting of hay and surrounded by onions, pods, chestnuts, etc. told the story of the Prodigal Son. A placard read: "A Trinity of Bible Plants—at right a group of long pods of sweet pulp called St. John's Bread, the Prodigal Son was glad to eat it. (Luke 15-16) It is also called the 'locust bean.' Arabs dislike it, for they believe it is infested with evil spirits."

Elected Club Official

Joel Simmons was recently elected vice president of the Granite Falls Chamber of Commerce. Mr. Simmons is part owner of the Caldwell Drug Store.

Named Delegate

Dean E. A. Brecht of the UNC School of Pharmacy has been renamed a delegate from the NCPA to the A.Ph.A. House of Delegates for a three year term. Next meeting of the House of Delegates will be held in Salt Lake City, Utah, the week of August 16.

ADFI Meeting

North Carolina will be represented at the 46th annual meeting of the American Drug-gist Fire Insurance Company, scheduled for Cincinnati on February 10th, by P. J. Suttlemyre of Valdese.

Foundation Board to Meet

The 7th annual meeting of the Board of Directors of the N. C. Pharmaceutical Research Foundation has been scheduled for Chapel Hill, February 4th.

It is anticipated the number of Directors will be increased from 12 to 24 and the

Executive Committee from 3 to 5. Secretary E. A. Brecht will present his annual report.

Arise Early

We appreciate the thoughtfulness of the pharmacist who sent along a copy of "Charleston (S. C.) Recipes" as a holiday gift, but will require assistance on one recipe which begins: "Arise and go out on the lake and catch 18 bass." We will have to get together with Dean Tainter of Marion on this deal, as Dean could catch the necessary bass from Lake Tahoma, yet get the drug store open by 8 a.m.

Interesting Numbers

The pharmacist registration number of N. O. McDowell of Scotland Neck is 2053. His son, N. O. Jr., registered in 1944 or 23 years after his father, has registration number 3052, just one short of an additional thousand. If the numbers are juggled a bit, you can still get 2053 out of Jr's number.

Society Meets

The N. C. Society of Hospital Pharmacists met at the Institute of Pharmacy, Chapel Hill, on January 17th. Organized last year, the Society has members in most of the established hospital pharmacies of the State.

Opportunity

Wonderful opportunity for a Pharmacist who wants to establish his own business. We have a new, beautifully equipped drug store designed and furnished by Ramsey Manufacturing Company, located in the new and beautiful Glen Lennox Shopping Center in Chapel Hill. A large Clinic, 4 medical offices and one dental will be opened up on the second floor soon after the first of the year. Near the new N. C. Memorial Hospital. Party must be able to purchase equipment and present stock, or possibly suitable partnership could be worked out. Contact Dairyland Farms, Box 908, Chapel Hill, N. C.

Medicine Cabinet Musts

The COSMOPOLITAN will open the door of the typical family medicine cabinet to 8,150,000 readers with the February issue.

Plan now to take advantage of this timely promotion by displaying medical supplies and prescription accessories in your window, prescription department or elsewhere.

We are prepared to furnish full lines of items for this merchandising event.



JUSTICE DRUG COMPANY

GREENSBORO, N. C.

Dependable Service Since 1898

"Mr. Faithful" Honored by NCPA

In St. Petersburg, Florida, there is a unique institution known as the Three-Quarter-Century Club. No member is under 75 years of age. The group indulges in a variety of activities. One of their boasts is a baseball team playing regularly scheduled games.

The team often challenges professionals whose training quarters are in that area. On one occasion, a spectator, watching a spectacular catch by an 83-year-old shortstop, observed, "Bud, you play a mighty good game for your years." "Heck," responded the oldster, "it ain't how old you are, it's how you play the game that counts!"

Those of us who have had the privilege of working and playing with Charlie An-

drews know that the manner of his play on life's field has given additional strength and happiness to mankind as a whole. Every play of Charlie's, whether it be behind the Prescription counter, working with a fellow retailer, or participating in church activities, has been of true championship quality, typical of this fast-moving, untiring worker who never says "die," but only "The die is cast, now do something about it!"

If we could momentarily turn back the pages of time through 1898, we would observe a young man busily engaged in the interests of his employer, Yearby's Drug Store of West Chapel Hill, now Carrboro. At first glance, we might not see in that lad of 13 years a close resemblance to the distinguished gentleman who is tonight our honored guest. But, looking more intently,

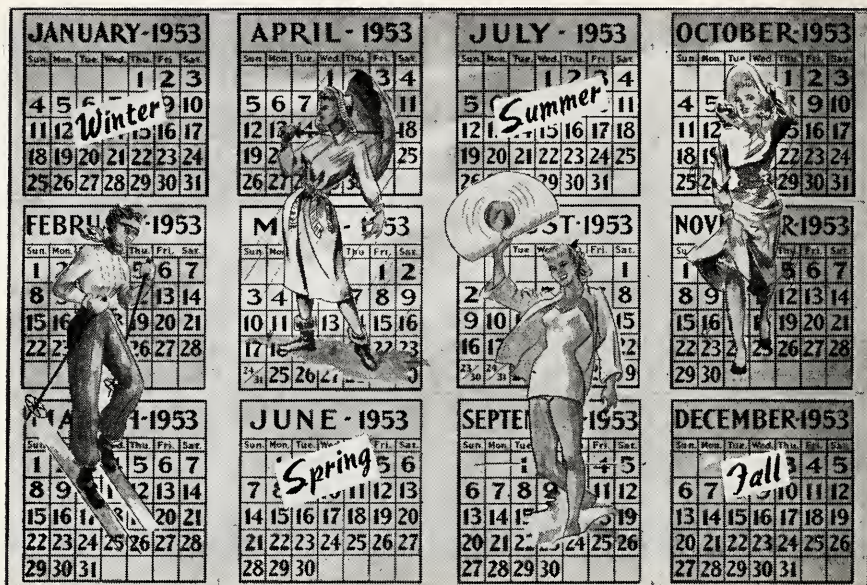
(Continued on Page 13)

Address by NCPA President B. R. Ward on occasion of presentation of Mortar & Pestle Award to C. M. Andrews, Burlington, December 5, 1952.



C. M. Andrews (center), Burlington pharmacist, receives NCPA "Mortar & Pestle Award" from President B. R. Ward, while Mrs. Andrews looks on. Mr. Andrews, in receiving the Award, was designated as "Pharmacist of the Year."

1953 STANBACK 1953



Display STANBACK
FOR ALL YEAR PROFITS



STANBACK . . . proven year round demand in variety of sizes.

STANBACK . . . brings in more profit per inch of counter space.

STANBACK . . . gives a better price range . . . and excellent mark-up.

STANBACK . . . Nationally advertised.

DISPLAY STANBACK . . . year-round for year-round profits. It really pays!

STANBACK

"MR. FAITHFUL"

he would, I am sure, observe even at that early day evidence of sterling qualities which we have all come, through the years, to know and admire.

Mr. Andrews remained with this Pharmacy until 1900, when he entered Catawba College, then at Newton. After completing his course at Catawba in 1902, he returned to Chapel Hill, where he was employed in a local drug store until 1905, the year he entered the University of North Carolina as a Pharmacy student. After graduating from the University in 1907 and being licensed as a Pharmacist in the State, Charlie returned to Newton to accept employment with the late T. R. Abernethy.

How well he succeeded is attested to by the following tribute written by the late Jean John Grover Beard:

"Twenty-odd years ago I asked the late Mr. T. R. Abernethy of Newton who had been the best clerk he ever had during his fifty years' experience as a druggist. With-

out stopping to reflect even for a minute he answered, 'Charles Andrews, who succeeded you when you left for college.'

"This was a real tribute, spoken by a man never given to exaggeration and one who knew a good clerk when he saw him. Just a bit piqued by his reply (because I thought I had made him a rather good clerk myself), I asked what unusual qualities this successor of mine possessed.

'As nearly as I can remember,' he said, 'Strict honesty, earnest and able effort, reliability, quickness, and a sincere friendly nature.'

"I heard substantially the same story about Charles Andrews when I came to the State University, where he had just graduated the year before. During the years that have passed I have continued to hear about him; have watched him; have worked with him in the Association.

"Always I get the same sort of story, receive the same kind of impression. Hard worker, able, sincere, conscientious—these



Two past recipients of the NCPA "Mortar & Pestle Award"—Clyde Eubanks (left) of Chapel Hill and E. C. Daniel (right) of Zebulon are shown with President Ward and Mr. Andrews.

"MR. FAITHFUL"

are the qualities with which he made good in college and which have been characteristic of his work ever since."

Time has served to lend added emphasis to Dean Beard's analysis of Charles Andrews, a character analysis written more than 22 years ago.

Wishing to engage in business for himself and wanting also to be nearer home, Mr. Andrews moved to Hillsboro in the early part of 1908, bought the West End Drug Co., and remained there until 1926, at which time he became identified with pharmacy in Burlington.

When Charlie came to Burlington, he and his brother, Clyde, of Chapel Hill, were together as operators of the Burlington Drug Company. In 1936 he took over management of the Main Street Drug Company, to which he has devoted his talents to this day, with the exception of a brief period spent in Waynesville.

In recognition of his services as a member of the N. C. Pharmaceutical Association, extending back to 1907, Mr. Andrews was voted a Life Member in 1944. During this period he held membership on, or chairmanship of, practically every organized committee within the Association.

As Assistant Secretary-treasurer of the Association since 1924, he has worked constantly to build the Association's membership and to advance the organization's objectives. How well he has succeeded is a matter of record. The N.C.P.A. today is one of the largest pharmaceutical organizations in the South, owns its headquarters building in Chapel Hill, and is generally recognized as being one of the most effective groups of its type in the country.

No convention of the N.C.P.A. would be complete without Charlie Andrews behind the registration desk. He holds the world's record for having attended more conventions, and at the same time, having missed more conventions than any person we know. Lest you misinterpret my remarks, we would like to clarify that statement by saying that Charlie's duties in connection with registering the delegates, of necessity causes him to miss the business sessions of the N.C.P.A., and many of the entertainment events.

Of all the fine qualities we associate with our honored guest tonight, we believe that "faithful" most aptly describes him. Some weeks ago I was standing in the auditorium of the Institute of Pharmacy in Chapel Hill, and, as Mr. Andrews passed, a pharmacist from Winston-Salem was heard to remark, "There goes 'Mr. Faithful.'" Yes, faithful to his God, to his country, to his family and friends.

Charlie, we're proud of you; we're proud to have had the privilege of working with you in behalf of the Pharmaceutical Association. We shall continue to put forth our best efforts towards bettering human welfare, and we know you will do the same. Already you have proven to us that when the really successful man rises he takes others up with him. It is a privilege to be in that group, to have been associated with "Mr. Faithful" over the years.

At the conclusion of President Ward's address, Mr. Andrews' services to the business and religious life of Burlington were lauded by Mr. George D. Colclough, Manager of the Burlington Chamber of Commerce.

Three past presidents of the Association—Roger A. McDuffie, E. C. Daniel and Sam Welfare—pinch-hitting for J. Floyd Goodrich, who was unable to be present on account of illness, emphasized various phases of Mr. Andrews' career. Mr. McDuffie said he always thought of "Charlie" in terms of "firsts" . . . first letter in the alphabet, first man he met after going to Chapel Hill, first man to greet him at conventions of the State Association.

After presentation of the Award, Mr. Andrews pledged his continued efforts on behalf of Pharmacy and the Association. His friends present, coming from all over the State, agreed the Award couldn't have gone to a more deserving person. Representatives were present from the retail and wholesale field, from the School of Pharmacy, TMA, Woman's Auxiliary, NCPA, as well as numerous friends and relatives from the Burlington area.

Before the program was concluded, Mr. Jesse P. Bradley of Burlington spoke in most glowing terms of Mr. Andrews' services to his fellowmen.

Institute Visitors

Mr. and Mrs. A. A. Koonts recently spent day in Chapel Hill. While in the University Village, Mr. and Mrs. Koonts visited the Institute of Pharmacy, where Mr. Koonts got to see his name in bronze.

Mr. Koonts said he had gotten his inventory completed, so decided a brief vacation was in order.

While Mrs. R. G. Carroll of Statesville

was in Chapel Hill attending a meeting of the Cancer Society, Mr. Carroll used the "waiting time" to visit the Institute of Pharmacy, and later, after the meeting had adjourned, he and Mrs. Carroll went through the University Hospital.

Having recently moved into their new home in Statesville, the Carrolls now call that enterprising Iredell town "home." Mr. Carroll represents Justice Drug Company in that section of the State.

SMITH WHOLESALE DRUG CO. SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business



George D. Colclough (left), Manager of the Burlington Chamber of Commerce, and Reverend Carlton S. Prickett (right), who took part in the program, are shown with President Ward and Mr. and Mrs. Andrews.

It's
A Snap
TO
INCREASE



your

PHOTO-FINISHING PROFITS

when you use the
BEST QUALITY ★ MOST MODERN
FASTEST SERVICE IN THE SOUTH



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DISCOUNTS

Call Or Write Now!



RICHMOND, VIRGINIA

NEWS BRIEFS

After February 1st, W. L. Johnson will make his home at Oakhurst Farms, Gibson, North Carolina. Mr. Johnson is retiring as manager of the Atlanta Branch of Parke, Davis & Company.

H. O. Gammon has joined the Carolina Apothecary, Reidsville, making the third pharmacist of the firm. Until late 1952, Mr. Gammon was in partnership with W. T. Andrews in the operation of Dailey's Drug Store, Reidsville.

That brand new home which Mr. and Mrs. Gaither Fred Johnson of Atlanta recently occupied is located at 420 Golf View Road. A licensed pilot, Fred travels throughout the Southeast by plane. Recently he was in Chapel Hill on business for Parke, Davis, having left Atlanta in the morning. Having completed his business by midafternoon, he expected to be home that night in time for a dinner engagement.

Paul J. High is now making his home in Landrum, South Carolina, where he is em-

ployed by Walden's Drug Store. Formerly he was employed by Smith's of Waynesville and Kennedy's of Gastonia.

F. O. Garren is now greeting his friends at the York Drug Company, Winston-Salem. He resigned from his position with Willson Drug Company (Ogburn Station) early in December.

It's been a morning-noon-night schedule for Mr. and Mrs. Graham Clubreth of Southern Pines since R. A. Knight resigned from the Southern Pines Pharmacy in mid-December.

Moves to Graham

Mr. and Mrs. Larry McAllister have moved to Graham, where Larry is employed by the Wrike Drug Company. He has been working in Durham with Eckerds.

FOR SALE

Complete drug store inventory, including equipment and pharmaceuticals. To move quickly will sell at sacrifice price. Hart Drug Company, Youngsville, N. C.

Get **CAPUDINE** From Your Druggist

Capudine advertisements have been emphasizing this for over 50 years—always promoting the sale of Capudine only through Drug Stores.

We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

*"A Good Product
Consistently Advertised"*

CAPUDINE CHEMICAL COMPANY

Raleigh, North Carolina

***For the Pharmacist
and members of the T.M.A.***

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

The NCPA Course in Retail Credit and Collection

BY PLASCO G. MOORE

The Credit Problem in Your Drug Store

If we had all the money which now appears on the books of America's Drug Stores in the form of past due, uncollectible credit accounts, few of us would have to worry about the future. Because of the very nature of drug store operations, the credit problem has been a difficult one to handle. Some of the problems which occur and which make the handling of drug store accounts difficult are:

A. Good cash customers, well known to you, will suddenly find themselves without funds and will request credit. You do not wish to offend them, so you frequently charge the first minor purchase. Your new, converted credit customer will frequently pay for the small amount first charged, but he then may charge more, and more, and more. As time goes by he will either prove himself to be a good paying credit customer, or he will run up a large bill and promptly quit trading with you, choosing the drug store "around the corner" as his next field of operations. WHAT IS THE SOLUTION TO THIS PROBLEM?

B. A customer will ask you to fill a prescription and when it is ready he will ask you to charge it—claiming that it is an emergency and he *must* have the medicine. You will frequently charge it. He frequently pays for it, after which he may buy more and more and more—on credit. If he doesn't pay future bills, you lose. You sometimes lose much more than the price of the prescription, because he may have purchased perfume, cigars, cosmetics and many, many other items. And it all started through the charge of that *one prescription*. WHAT IS THE SOLUTION TO THIS PROBLEM?

C. A customer, well known at your store, will send a child in with a note which reads: "Dear Mr. Jones: I find myself suddenly without cash. Could you charge

this item until Saturday? Just let Junior have it, please, and I will pay you Saturday for sure. (signed) Mrs. Outacash." If she pays, you win. If she does not pay—you lose. If she pays the first amount and charges more for which she does not pay, you lose more. WHAT IS THE SOLUTION TO THIS PROBLEM?

And so it goes. The age-old problem of *how to handle drug store credit purchases*. Answers to the above questions and answers to many, many more will appear in subsequent installments of this course. If you will read these articles and if you will operate within reasonable range of the sug-

(Continued on Page 20)

Editor's Note: The N. C. Pharmaceutical Association is proud to present this month the first of a series of six articles in the **Moore Course in Retail Credit and Collections**. Extending credit to drug store customers has for a long time been a perplexing problem. Because the first few months in each new year are most difficult ones in which to collect past due accounts and because many of our readers have indicated an interest in articles dealing with retail credit problems, we think these articles will meet with popular acceptance of all who read them.

Plasco G. Moore, author, lecturer and educator, is a recognized authority in the field of consumer credit extension. For more than twelve years, he has devoted much of his time to the training of retailers in sound principles of credit and collection procedures. He has personally trained more than 6,000 store owners, managers and credit department employees. His course each month will be preceded by several self-evaluation questions. Before reading his articles, try your hand at answering these questions, then read the articles and check your answers with the procedures which Mr. Moore suggests. After you have finished reading all six articles, we shall be pleased to know in what ways they have helped you to more efficiently transact your credit business.

RETAIL CREDIT

gestions offered, you will benefit something like this:

1. Your credit losses will drop
2. Your delinquent accounts will decrease
3. You will irritate fewer customers
4. Your credit transactions will be pleasant and less embarrassing
5. Your profit picture will improve
6. Your *profitable* credit business will actually increase

1. What to Say When the Customer Says "Charge It"

Your reply to the customer when he says "charge it" will depend on one thing: *Does this customer have an account at your store?* If the customer does have an account (and you know it, and you know that it is in good standing) you probably say, "Certainly, Mrs. Doe. Now, what else will you have, please?" But if the customer does not have an account at your store (or if you are not sure) you might well say, "Certainly, Mrs. Doe, how is your account listed, please?" If she does not know, you can hurriedly look it up. If she says she does not have an account with your store, you can say "We will be glad to open an account for you, step this way, please." And off you go—you and your new prospective credit customer to your credit department, or to a table back in the back where you keep your books (if your store does not have a credit department). When you have arrived at your destination you are now ready to start out on that great adventure of opening a credit

account in the *right way*—that is, by taking the customer's written application for credit.

2. Advantages in Using the Written Credit Application

An old saying among authorities on consumer credit transactions is: "An account *properly* opened, is already half collected." What they mean is that the written credit application is the surest way to avoid credit losses. The use of the written credit application impresses the customer that you are doing business in a businesslike manner. It silently says to the customer "Here is a firm that wants your business, but it also wants to be sure you can't have credit here unless your paying habits are good." Then the credit application form starts to work on the *first* step to find out the answer to the most important question: *Does the customer deserve credit?* If the customer is deserving, then credit is cheerfully extended. If he is not deserving of credit, the application (when it is completed and when references are checked) simply "whispers" to the credit applicant: "Sorry the information you gave me will not permit you to have credit here." You see, the credit application form will really do much of your work for you.

Not only that, but the application form will serve as a guide for your credit investigation. You may not be able to secure very accurate credit information about your applicant if you first do not get enough information from him to identify him properly and enough information

Try Your Hand at Answering These Questions

1. When a customer says "Charge It," what one fact should determine the nature of your reply?
2. When a customer, *who does not have an account at your store*, says "Charge It," what should be your reply?
3. Name three advantages in using the written credit application before extending credit to a new customer.
4. Is it better to ask the applicant to fill out the credit application form, or should you fill it out for him?
5. In case an applicant is renting, why is it good to ask the name of his landlord?
6. Why is it good to know the "name of the nearest relative" of your applicant?

to enable you to know what his present paying habits are with other merchants in your city. Too, the credit application form serves as a permanent record in your files. Through it, you can identify signatures on checks which you may question. It will help you to locate customers who have moved from your city without leaving a forwarding address.

Furthermore, if it is the policy of your drug store to use the credit application form before extending credit to all new applicants, and if this policy is known to all your employees, you can rest easier when you take an occasional fishing trip, hunting trip, or when you are playing a few holes of golf. You can know that while you are gone, a half dozen non-paying charge customers are not going to get on your books. You can know that your credit policy will insure you against unorthodox credit extension, and the credit application form is the *first safety measure* to help you.

3. Information to Be Obtained from the Applicant

When you are ready to take the applicant's credit application, you may seat him at a desk or table, or you may even let him use the top of a show case on which he may write, if he is to fill it out by himself. In this case, you may go on about your business until he has finished. But if you wish to fill it out for the applicant, you may simply and courteously ask the questions required. The latter method is preferable.

You may use a short application form—or you may use a longer one. There is danger to both extremes. A form which is too brief may not give you all the desired information, while one which is too long may irritate the customer. The following information is considered to be the minimum amount needed by drug stores:

Customer's name in full

Approximate age

(Estimate it, if you wish)

Complete address

(Street and/or box number, rural route, or if he lives in an apartment house, the number of the apartment)

Length of time residing

at present address

Former address

(Be sure to ask this question if the applicant has not lived long in your city)

If renting—name of landlord

(You may "lose" him later—the landlord might know where he moved)

Monthly income

(Paid weekly, monthly or otherwise)

Employment (Occupation)

(How long with present employer)

Former employment

(Get this, if with present employer only a short time)

Trade references

(Places where applicant has, or has had, charge accounts. Get at least three)

Name of nearest relative

(This is for identification and follow-up in case you lose your customer at a later date)

Married

(If married, get name of wife or husband)

Single

(If single, name of father or mother)

Signature of Applicant

This is the information you may need. You can, of course, shorten it or you can lengthen it. The tendency is, however, to get it too short rather than too long. *Don't undersell the value of the credit application form. It will save you money!*

Next Month—The Credit Interview

It is important not only to know *what* to ask the credit applicant; it is also important to know *HOW* to ask it. Next month's lesson will deal with successful techniques in conducting the credit interview.

You will receive answers to the following questions:

1. How can you take the credit application without irritating the customer?
2. What can you say when the customer says, "I don't want to fill out a credit application; my credit is good anywhere."
3. How can you ask personal questions tactfully?
4. How can you make the applicant feel at ease?
5. What should you say to the customer when you have completed the credit interview?
6. Where should the credit interview be conducted?

M central nervous "pacifier" Me p



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Ethical Pharmaceuticals of Merit since 18

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Mephate 'Robins', the clinical usefulness of mephenesin per os has been significantly heightened by the inclusion of glutamic acid hydrochloride, which improves absorption and enhances effectiveness for many patients otherwise unresponsive.* Provides a relaxant effect on skeletal muscle spasm; an ameliorating effect on tremor; and a relief of anxiety without dimming consciousness. Particularly helpful in abnormal neuro-muscular conditions such as rheumatic disorders, disc syndromes and cerebral palsy; alcoholism, anxiety tension states and psychiatric states.

Each Mephate Capsule, 0.25 Gm. mephenesin — with 0.30 Gm. glutamic acid hydrochloride.

Adult dosage starts at 2 capsules 3 or 4 times a day, preferably with food or liquids.

*Hermann, I. F., and
Smith, R. T.: J.L.-
Lancet 71:271
(July), 1951.



*There isn't anything
better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

Advocates History of Pharmacy

Mr. E. L. Tarkenton, a life member of the NCPA, writes from Wilson:

"Since I retired from the active practice of Pharmacy, I have more time in which to consider the future and to think of the good and bad days in the past.

"If I remember correctly, E. M. Nadal and Wilson was one of the pharmacists who helped organize the NCPA. It would be particularly appropriate at this time, in my opinion, to pay tribute to the founders of the NCPA. A history of the NCPA from the date of its organization in 1880 up to 1953 should be brought to light.

"This historical record would be particularly appreciated by the younger pharmacists, and doubtless would be helpful in bringing in additional finances to help carry on the work of the Association.

"It surely would be fine if some philanthropist would contribute one hundred thousand dollars to the NCPA. This would help to meet the needs of the present and assure a glorious future. We could build a home for aged pharmacists.

"As we start a new year, we should pause and reflect on the past and lay plans for the future. Congratulations to you and your co-workers for making Pharmacy in North Carolina outstanding and a shining example to other state associations."

Editor's Note: Eventually we hope to publish a history of pharmacy in North Carolina from information compiled specifically for that purpose. An endowment fund will be started, perhaps this year. Our door is open to any interested philanthropist, and we need not have \$100,000.

OREN R. JUDY

Oren R. Judy, well known throughout Western N. C. where he did relief work, died December 27 in Spartanburg, S. C., of a heart attack. A native of South Carolina, Mr. Judy had maintained his pharmacy license in N. C. since 1930.

D. D. McCRIMMON

Daniel David McCrimmon, 58, died at his home in Pittsboro on January 3. A native of Cumberland County and a grad-

uate of Southern College of Pharmacy, Mr. McCrimmon formerly operated a drug store in Robbins. At the time of his death he and his son were in business in Pittsboro (McCrimmon Drug Company).

W. H. BINGHAM

William Hunter Bingham, 62, died in Concord on January 4. Mr. Bingham was a graduate of State College and had served as a pharmacist with Gibson and Pearl Drug Stores of Concord for 35 years.

Rotary Speakers

Dean E. A. Brecht was guest speaker at the January 6th meeting of the Yanceyville Rotary Club. Introduced by Robert Ham, Dean Brecht confined his remarks to new drugs introduced during recent years.

The Durham Rotary Club will know more about Pharmacy after the January 26th meeting. Pharmacist Ralph Rogers, Jr., will be the speaker that day—his initial effort since becoming a Rotarian.

For more effective control
of hyperacidity

Acichek

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dihydroxy aluminum aminoacetate,
N. N. R., sodium carboxymethyl-
cellulose and glycine.

- quick acting
- no secondary acid rise
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Supplied in bottles of 100 and
1000 tablets.

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RICHMOND · VIRGINIA

AT SCHWEGMANN'S

FIFTEEN THOUSAND (15,000) NECESSITIES OF LIFE

ARE STILL BEING SOLD AT LOWER PRICES

In response to the hundreds of telephone calls and inquiries from our customers asking if we have been forced by Court Order to raise all of our prices, the answer is NO—15,000 times NO. ONLY THE PRODUCTS OF ELI LILLY AND COMPANY!

Food, drugs, prescriptions and thousands of other home necessities are still PRICED UNBELIEVABLY LOW AT SCHWEGMANN'S.

There will be no change in our policy of pricing all of our merchandise at the very lowest prices every day. We will fight every manufacturer who drags us into the Courts for the purpose of forcing us to increase our prices; we will fight the unjust price-fixing laws through the U. S. Supreme Court again if it becomes necessary. A battle of this kind, however, takes time—sometimes years are required to obtain the decision as to the constitutionality of a law.

In the meantime we will let our customers know in our weekly advertisements the names of the manufacturers who have forced us through court action temporarily to increase our prices ON THEIR PRODUCTS ONLY.

During this long and expensive fight we need the support of our customers. We promise to save you enough money on your total weekly purchases at Schwegmann's for food, prescriptions and drugs to MORE than make up for the few high prices forced on us by some manufacturers through court proceedings. So, if you must buy the food, drugs or medicine manufactured by a price-fixer,

buy them from us and we promise that your other needs will be priced much lower, according to the traditional low profit policy.

When you shop at Schwegmann Brothers you not only save money, but you are actually making a genuine contribution to the cause of free enterprise by making us stronger enough financially to wage the costly war necessary to insure eventual success for the American people and the American way.

Our hope for ultimate victory is strengthened by the wisdom of the words of former Associate Justice Charles Evans Hughes of the U. S. Supreme Court in 1911: "The complacent (manufacturer) having sold its product at prices satisfactory to itself, the PUBLIC is entitled to whatever advantage may be derived from COMPETITION in the subsequent traffic."

To date only one manufacturer has forced us through Court Order to raise prices 30% on THEIR PRODUCTS ONLY, so that you must pay the same prices everywhere for their insulin, drugs and medicine:

★ ELI LILLY AND COMPANY, INDIANAPOLIS, INDIANA ★

For the sake of your pocketbook and for the cause of free enterprise: remember that all other drugs, food, prescriptions and home necessities are priced unbelievably low every day at Schwegmann's.

With Doctor's Prescription Only	Approx. Reg. Price	OUR PRICE
VASCUTOL 100's.....	8.20	5.76
APRESOLINE 25 MG-100's.....	5.75	3.48
APRESOLINE 25 MG-100's.....	8.75	6.60
METHUIN 500's.....	24.00	18.40
PERITRATE 500's.....	16.00	11.50
DEXEDRINE Specials-100's.....	14.00	11.07

With Doctor's Prescription Only	Approx. Reg. Price	OUR PRICE
Cortisone		
25MG-40's.....	20.00	13.20

With Doctor's Prescription Only	Approx. Reg. Price	OUR PRICE
DRAMAMINE 16 MG-100's.....	7.00	4.86
ADREMYCIN 250 MG-10's.....	8.00	5.97
TERRAMYCIN 250 MG-10's.....	8.00	5.97
CHLOROMYCETIN 250 MG-10's.....	8.00	5.97
BANTHINE 100 MG-100's.....	7.50	5.56
DEXAMYL 100's.....	5.00	3.49

VITALIS

Grooms the Hair, Prevents Dryness, Stimulates the Scalp

Medium Bottle Tax Included **46¢** Large Bottle Tax Included **90¢**

AUTOCRAT SALT Plain or Perfumed.....	2 20-Oz. 15¢
GOLD SEAL GLASS WAX.....	40 Cans 66¢
VETS' DOG FOOD.....	3 Cans 25¢

MUM	DEODORANT
Medium Size Tax Included 35¢	Large Size Tax Included 53¢



Fruit Cake Ingredients

Lemon or Orange Peel.....	Lb. 36c
Citron.....	Lb. 39c
Diced Pineapple.....	Lb. 59c
Sliced Pineapple, Red, Green, Natural.....	Lb. 63c
Whole Cherries, Red or Green.....	Lb. 63c
Fruit Cake Mix.....	Lb. 42c
Pitted Dates.....	Lb. 22c

Extensive Line of DOLLS

Denny O'Day Ideal Washable Dolls	Hermann Benny Braids Rubber Dolls	Tan Character Plush Animals
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Christmas Wreaths

Beautiful Spruce Wreaths, with Red Pine Cones and Ribbons, 17" diameter.....	110 Up
Door Hangers of Pine Cones on Red Ribbon, Back.....	80c

For Gardens—Airline Store Only	4% Chlorodene Dust
VIGORO 100 Lbs.....	3.72
50 Lbs.....	2.34
25 Lbs.....	1.32

New! Pepsodent Chlorophyll
tooth paste
PROVED UP TO **TWICE AS EFFECTIVE TO STOP BAD BREATH!**
New 'Fresh Air' Flavor!

34¢ LARGE SIZE 53¢ GIANT SIZE

SAL HEPATICA		
Antacid Laxative		
Small Size 26c	Med. Size 49c	Large Size 75c

Sporting Goods Dept. Airline Store Only	
We Carry a Full Line of Rods, Reels, Lures, Etc.	
Shakespeare TRUBUE Casting Reel No. 1956.....	4.52
Shakespeare TRIUMPH Casting Reel No. 1958.....	5.54
Shakespeare DIRECT DRIVE Casting Reel No. 1924.....	8.64
Shakespeare SERVICE Reel No. 1944.....	11.52
Shakespeare SERVICE Reel No. 1946.....	12.24
Combination Rod and Reel, Shakespeare Reel No. 1956.....	6.92
Combination Rod and Reel, Shakespeare Reel No. 1956.....	8.10

Shotgun Shells

SUPER X HIGH-POWERED	
12 Gauge.....	Box 2.49
16 Gauge.....	Box 2.28
20 Gauge.....	Box 2.18

LIQUOR DEPARTMENT

James E. Pepper	4-7r. Old Kentucky Blend Whiskey in Decanter.....	5th 4.63
Old Stagg	4-7r. Old Kentucky Straight Bourbon Whiskey.....	5th 3.58
Ten High	4-7r. Old Straight Bourbon Whiskey.....	5th 3.49
Old Smuggler Scotch	5th 4.73
Ballantine Scotch	5th 5.27

BOAT SEAT
Aluminum Frame With Back Rest Regular Price 4.95
OUR PRICE 3.60

SCHWEGMANN'S

Food and Medicine are Made for People—Not for Profiteers

2701 AIRLINE HIGHWAY THE TIMES-PICAYUNE 2222 ST. CLAUDE AVE.

WANTED Experienced BUTCHERS
and Meat Counter Men GOOD PAY
only reliable men wanted See Mr. Albert, Meat Dept. at AIRLINE STORE

Schwegmann vs Fair Trade

John Schwegmann, Jr., president of Schwegmann Brothers' Giant Super Market in New Orleans, says "the price-fixing manufacturers are not wasting any time. They are gauging up on Schwegmann Brothers and the public . . ."

Lilly has been granted an injunction prohibiting Schwegmann from selling its products below the established Fair Trade minimum prices. Other suits pending have been filed by Bristol-Myers, Johnson & Johnson and Personal Products.

A specimen copy of Schwegmann advertising is reproduced on the opposite page. Commenting on the case, Harry A. Kimbriel, Lilly marketing vice-president, said: "Fair-trade laws, as well as the Sherman Antitrust Act, Federal Trade Commission Act, and many others, were passed to assure fair play in American competition. They support the best features of competition while attempting to prevent its use as a destructive weapon. Today's drug-store prices prove that competition under fair-trade laws is a potent force, bringing the public genuine bargains. For example, when Lilly penicillin reached the market in 1944, its price has been gradually reduced until we now sell it for 1¼ percent of its 1944 price. Lilly Insulin has had thirteen separate price reductions and now sells for about 7 percent of its price when introduced to the market. The average diabetic spends about nine cents a day for this life-saving material. According to the United States Bureau of Labor Statistics Index, the cost of prescriptions and drugs all over the nation has increased only about 30 percent since the 1935-39 base period, while

the cost of living in general has increased about 90 percent over the same period.

"Surveys show that drug-store prices vary little, if any, between states which do and do not have fair-trade minimum-price laws. In the long run, the consumer calls the tune, and we know very well that the prices we establish had better be as low as possible or someone else will get the business. There are over 100 competitive drug manufacturers standing by to pick up the ball if we make a pricing fumble."

Horticulturist

After examining the beautiful camellias in the garden of the Thomas H. May residence of Wake Forest, we have nominated Mr. May as "Horticulturist of the Year." There are plenty of evidences around that Mr. May is keeping up with the latest planting practices, knows how to fertilize and prune. What a delightful hobby for this pharmacist, who is on the road from Monday through Saturday.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

Store for Sale

For Sale: First class drug store with clean stock and practically new fixtures; 15 year lease, no soda fountain; gross last year, \$75,000. Excellent spot for two pharmacists. This is not a sacrifice sale. Full details from the owner. FR100.

We solicit your orders

Our experience of over 70 years

insures our ability to serve you

satisfactorily

For sixty-eight years

. . . since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

What Price Prescriptions?

The letter reproduced below, written to a North Carolina pharmacist by Dean E. A. Brecht of the UNC School of Pharmacy, highlights one of the teaching problems of the School—Should the School center its efforts on one pricing schedule or try to cover all the various schedules in use?

The schedule referred to by Dean Brecht in his last paragraph will be publicized by the NCPA this year.

"Your letter on pricing prescriptions has been forwarded to me by Mr. W. J. Smith. We always appreciate constructive criticism and try to take advantage of it.

"When I priced the prescriptions at your request, I commented that I felt certain that many of the prices were too low. For example: 25 A.S.A. Compound Capsules for \$.50 is ridiculously low.

"As you know, there have been many prescription pricing systems issued by various organizations and authors, but not a single one has ever received general adoption. At the School of Pharmacy, we have studied all of these systems and attempted to teach the general principles in them while concentrating on one for general use.

"Several years ago, we taught the V.A. System because it had the advantage of limited, but compulsory, adoption throughout the state. When the Bristol System became available, it was adopted because it had all of the advantages of simplicity and included higher retail prices on the less expensive prescriptions. The Bristol System has been revised several times to further increase the prices on the cheaper prescriptions. We are still looking for a better schedule.

"Please send us a copy of the pricing system which is used in your pharmacy. It is entirely possible that we may wish to adopt it for use in our classwork.

"At the same time, we have no hope of ever finding a prescription pricing system which will be satisfactory in every pharmacy of the state. As a matter of fact it would be completely out of place as well as impossible for the School of Pharmacy

o adopt a dictatorial position of this type.

"I have consulted with a number of Pharmacists and find that their experience coincides with mine to the effect that every pharmacy has its own pricing system. I feel certain that our students are intelligent enough to adapt themselves to the systems prevalent in the pharmacies where they are employed. Each owner must make his desires clear to each newly employed pharmacist.

"Thank you again for your interest in very important problem. W. J. Smith is now working on a pricing schedule which promises to be the best one available. I know that we all look forward to receiving it, but in the meantime, I shall look forward to receiving further information from you."

Returns from Service

Our list of pharmacists returning from service with the Armed Forces is incomplete but here are some on record: Carl C. Jolley, now with the Mills Drug Company of Cliffside; Donald L. Bennett re-

sumed his former position with The Drug Centre of Albemarle, and Harley O. Benson, after seeing service in Korea, resumes the practice of pharmacy at Shields Drug Company, Carthage. Lawton London of Cherryville has exchanged a military uniform for a professional uniform, we understand.

Martin to Address Club

B. M. Martin of Baltimore, District Supervisor of the Bureau of Narcotics, will be the featured speaker at the January 28th meeting of the Northeastern N. C. Drug Club. The meeting, scheduled for Greenville, was arranged by Jarvis Alligood.

The program will consist of a discussion of the Harrison Act by Mr. Martin, a display of narcotic drugs and equipment seized by agents of the Bureau, and the screening of a movie showing the illicit sale of narcotic drugs.

Pharmacists from a dozen counties in the northeastern section of the State are expected to attend the meeting.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

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A. E. P. Tablets

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

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WEST DURHAM, NORTH CAROLINA

Announcing the New, Improved



ONE A DAY

BRAND
Reg. U.S. Pat. Off.

MULTIPLE VITAMIN TABLETS with B₁₂ added

No Fishy After-taste

These tablets, manufactured by Miles Laboratories Inc., represent the finest Multiple formula which can be made today, based on present medical knowledge. They are made of the finest ingredients available, and now contain Vitamin B₁₂.

**Make \$10.83 Selling This
"Golden" Assortment No. 170**

It Contains: ¼ doz. large size, ½ doz. medium size, and ¼ doz. small packages. When "Golden Assortment No. 1700 is purchased as part of a \$5 order, maximum discounts bring down the cost \$14.16, and at minimum fair trade prices it retails \$24.99 to you. That's a profit of \$10.83! Get it displayed it . . . sell it!

IN JANUARY FEATURE

Alka-Seltzer

BRAND
Reg. U.S. Pat. Off.

for RELIEF from COLD DISCOMFORTS

The winter season is the cold-catching season. For more profits from extra sales, display and push ALKA-SELTZER for relief from cold discomforts!



MILES LABORATORIES, INC.

ELKHART, INDIANA

PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

Insulin and the 3% Sales Tax

Is Insulin an exempt item under regulations of the Sales and Use Tax Division of the State Department of Revenue?

Yes, if a proper written record is made in accordance with Regulation 8. The original sale is presumed to have been made on prescription. Each subsequent sale is considered to be a "refill" of the original prescription. "Proper written record" then becomes date of refill and number of original prescription.

In the absence of the above information, the Department will not allow exemptions from the 3% sales tax for Insulin or any other product not properly recorded in accordance with the requirement outlined under "Records of Exempt Sales."

One practical method of meeting the requirement would be to compile a list of your diabetic customers, listing opposite their names the original prescription number assigned to the Insulin sale. If the number is not readily available, new prescriptions could be secured from cooperating physicians. With the prescription list readily available, there would be no time-loss on future Insulin sales.

The Department has no authority to exempt Insulin from the Regulation unless it is shown as a prescription sale or refill thereof, in which case a written record of each separate sale must be recorded. Since the Department has the authority to extend its record checking back for previous years—generally three years—we reproduce Regulation 8 for your information.

North Carolina Department of Revenue

SALES AND USE TAX DIVISION

Raleigh

Regulation No. 8

Subject: *Sales of Medicines and Medical Supplies*

This regulation is promulgated by the Commissioner of Revenue of North Carolina pursuant to authority granted in Section 423, 809, and 931 of the Revenue Act of 1939, as amended.

Sales of medicines and medical supplies are taxable at three per cent under the terms of the North Carolina Sales Tax Law,

except as provided in Section 406 (k) of the Revenue Act as amended by the General Assembly of 1945, which reads as follows (The 1945 Amendment is italicized.):

Section 406 (k)—"*Sales of medicines sold on prescription of physicians, or medicines compounded, processed or blended by the druggist offering the same for sale at retail, or sales of drugs or medical supplies to physicians or hospitals or by physicians and hospitals to patients in connection with medical treatments.*"

As originally enacted, Section 406 (k) exempts (1) medicines sold on a physician's prescription, and refills of those prescriptions, and (2) medicines compounded, processed or blended by a druggist and then sold by the same druggist without a doctor's prescription. These exemptions of long standing are not in the least changed by the amended portion of Section 406 (k).

The purpose of the new or amended portion of Section 406 (k) is clearly twofold: (1) To exempt sale of drugs, medicines and medical supplies to physicians and hospitals, and (2) to exempt sales of drugs, medicines and medical supplies when such sales are made by hospitals and by physicians to their patients in connection with medical treatment.

Of course, if a physician were to sell medicines or medical supplies to the general trade not on prescription and not in connection with the treatment of his patients, such sales would be taxable at three per cent and it would be the duty of the physician to register with the Department as a retail merchant under Section 405 of the Revenue Act and to pay the tax accord-

(Continued on Page 33)

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

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To Our —
GOOD FRIENDS
IN NORTH CAROLINA

Your orders for
Labels, Drug Boxes and
Physician's Prescription Blanks
 are greatly appreciated.

McCourt Label Cabinet Co.
 58 BENNETT STREET
 BRADFORD, PENNA.

Ralph M. Crosson, Representative
 P. O. Box 475, Columbia, S. C.



"IT'S FAMOUS

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IT'S GOOD"

★ *For Better Service* ★

Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.

INSULIN

ngly. Also, if a hospital were to sell medicines or medical supplies to the general trade and not in connection with the treatment of its patients, such sales would be taxable at three per cent and such hospital would be liable for the tax and must register under Section 405 of the Revenue Act.

While the exemptions pointed out above are clear purposes of the law, added below are some appropriate explanations.

1. The terms "medicines" and "drugs" shall mean all medicines in the generally accepted sense of the term. Also included as medicines shall be tonics for internal use, vitamins, ointments, liniments, antiseptics, anaesthetics, serums, and other remedies having preventive and curative properties in medical treatment.

2. "Medical supplies" shall mean such items as cotton, gauze, adhesive tape, bandages and other dressings. Other items, also, such as knives, needles, and scissors, as well as larger articles shall be considered medical supplies. Examples of larger articles referred to are microscopes, x-ray machines and other laboratory apparatus used for testing and diagnosis, and for the prevention, treatment and cure of disease.

3. Proprietary or so-called patent medicines are subject to the three per cent tax when sold to general trade without a prescription.

4. All refills of physicians' prescriptions are exempt without an additional prescription.

5. When medicines as defined above are sold to the general trade under either of the following conditions, the three per cent tax applies:

- (a) Either without a physician's prescription or not as a refill.
- (b) When not compounded, processed or blended by the same druggist who makes the sale; this includes any medicines bought by a druggist, and then bottled or packaged and sold under the druggist's own name and label.

6. When medical supplies, as defined above, are sold to the general trade, they are subject to the three per cent tax.

RECORDS OF EXEMPT SALES

1. Medicines

Vendors making sales of physicians' prescriptions must keep sales records which will clearly segregate such sales. All original prescriptions must be carefully filed and kept conveniently available for inspection by a representative of the Department of Revenue.

When sales are made of refills of prescriptions, the sales record of refills must carry the numbers of their original prescription so that reference to the original can be easily made.

Vendors making sales of medicines to doctors and hospitals must, at all times, be able to show a record of such sales separated and apart from sales to all other purchasers of medicines.

2. Medical Supplies

Since sales of medical supplies by drug stores are exempt from the three per cent tax only when sold to doctors and hospitals, drug stores or other vendors of this merchandise must keep sales record similar to those required for exempt sales of medicines.

There is a Why—
for A. D. F. I.



There is a reason why we now
insure most of the drug stores
of the Country.

Check on it with us or our Agent.

Mr. F. O. Bowman, North Carolina Agent
P. O. Box 688
Chapel Hill, North Carolina

Mr. Ralph M. Crosson,
South Carolina Agent
1812 Marion Street
Columbia 3, South Carolina

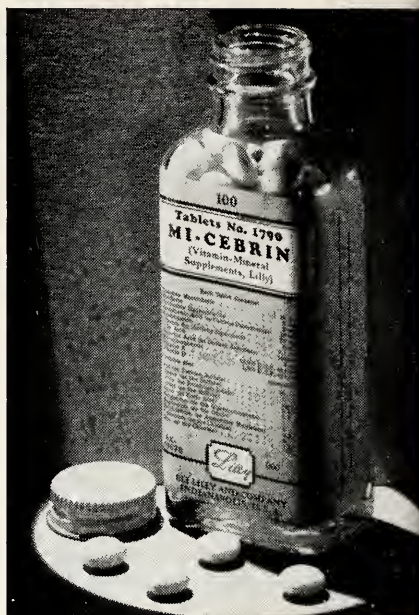
'Mi-Cebrin' contains all the essential vitamins *plus* many trace elements believed to be indispensable to normal health and vigor. It is a potent, comprehensive dietary supplement for prophylactic or therapeutic use.

Tablets 'Mi-Cebrin' present you with an opportunity to expand your professional service. Be sure you have plenty on hand—in bottles of 100 and 1,000. Order from our fresh, complete stocks today.

Tablets

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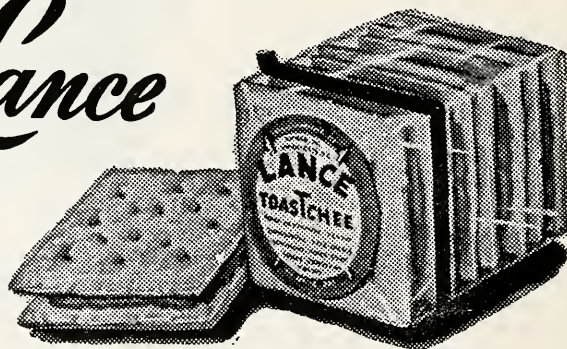
(Vitamin-Mineral Supplements, Lilly)



The Peabody Drug Company **Durham**
North Carolina

ASK FOR

Lance



Peanut Butter
SANDWICHES

International Effort Locates, Ships Antivenin to Save Life of Snake Handler Bitten by Rattler

International cooperation involving the American embassy in Havana, the United States Navy, Pan American Airways, offices of Wyeth Incorporated, two Cuban hospitals and dozens of drugstores in Miami were all required to save the life of a Nebraska snake-handler bitten by one of his own five-foot diamond-back rattlers.

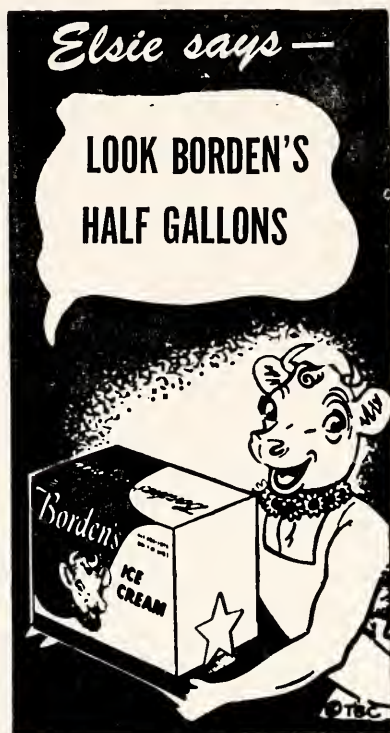
Because there are no poisonous snakes in Cuba, customs officials there refused to permit 47-year-old Lee Houston to enter the country with reptiles he planned to use in an engagement at a local amusement park. Houston agreed to destroy the only poisonous snakes in his collection, two diamond-backs, but was bitten by one of them. He was immediately taken to the Clinica Felixto Garcia for treatment, but it was discovered that in all Cuba there were only two vials of Antivenin (North American Antisnakebite Serum). Through an irony of fate, these had been shipped to the island public by mistake.

Embassy officials in Havana, once informed of the situation, placed an emergency call to Miami, where Navy planes picked up two additional vials and flew them to Cuba. Houston's condition continued to be critical in spite of the administration of four vials of the serum.

At this point, Dr. Emilio Moraytta, Cuban field manager for Wyeth International, was alerted and immediately called Wyeth offices in Philadelphia with an urgent request for additional Antivenin. Wyeth Incorporated is the only manufacturer of antivenin in North America. A. G. Girod of Wyeth International's sales staff contacted the warehouse in Atlanta, Georgia, which in turn instigated a telephone search among various pharmacies in Miami and vicinity.

Seven additional vials were located by telephone calls and were at once flown by Pan American Airways to Cuba where Houston, still seriously ill, had been moved to the Hospital Anglo-Americano.

A drama played out by hundreds of people unknown to Houston was completed, and he has now completely recovered.



"Convert your pint a week customers to half gallon a week customers. It's easy with Borden's ice cream."



THERE'S
A
BORDEN
PLANT
NEAR
YOU.

Borden's

Professionally Practice Pharmacy

By W. G. DUDLEY, JR., FACA, Reidsville

The statement is often made that professional type prescription shops are turning the clock back, that they are "old time drug stores." When our customers tender us this dubious compliment, we naturally thank them but privately resent being called old-fashioned.

The professional type store is an honest attempt at modernization. I am a pharmacist. I have no desire to combine my duties with those of a waiter, a cosmetician, a department store clerk, electrical repair man or interior decorator. In a conventional drug store it helps to be all of these as well as a postal information clerk and sometimes a bus ticket agent.

Now I have not the slightest criticism against this full service drug store. Especially in small towns they fill a host of vital needs and render services that otherwise the town would be without. Economically it also pays for additional help as well as adding to the income of the pharmacist.

I have been asked how small a town can support a professional prescription shop. Any city from 10,000 up can easily support a first class establishment. Smaller places could with proper support from the medical profession. I have seen one in a town of about a thousand people that was a reasonable success. There are some disadvantages in attempting to operate in the smaller towns.

Do not think for one moment that concentrating on drugs and elimination of sundries, cosmetics, magazines, fountains and various other departments will do away with business problems—the so called "headaches." Actually you may have more problems than before, but they will be less diversified. They will be pharmaceutical problems or problems related to the practice of pharmacy.

It has been the history of pharmacy in this country for we practitioners to get to-

gether and discuss our problems at various times. If you have a dollar and I have a dollar and we trade, we still have a buck apiece, but if you have an idea and I have an idea and we trade—each has two ideas.

These get-togethers become, first, local organizations. Then the American Pharmaceutical Association was organized and developed. Completely ignoring the early history of this organization, it became apparent that groups within the A.Ph.A. with widely divergent interests were not afforded proper opportunity to discuss their immediate problems. Thus were born the affiliated groups of the A.Ph.A., and the particular group in which I am most interested is the group of retail men practicing professional pharmacy. This particular group is known as the American College of Apothecaries.

The objectives of the ACA are the promotion of public health by education, distribution of pharmaceutical information, encouraging interest in prescribing to lessen self-medication, and the rendering to members such services as are in the best interest of Pharmacy.

There are six categories of membership: Full Fellowship, Associate, Hospital, Faculty, Honorary and Armed Service. To become a Fellow, the pharmacist must have been in practice five years, must have owned pharmacy for minimum of three years, and must be a member of the A.Ph.A.

In the operation of his pharmacy, the Fellow must not display any exterior signs of tobacco, beverages, food or ice cream. He must not display any sign which detracts from the professional appearance of Pharmacy. "Cut Rate" signs are specifically prohibited.

If window space is available, professional displays must be installed at least two weeks out of every month. The Fellow must attend at least one meeting of the ACA every five years, and prepare and present a paper once every three years.

In addition to the usual equipment required by the State Board of Pharmacy,

the Fellow must have available for use a number of additional items and an extensive library. Operation of a soda fountain automatically eliminates a pharmacist from membership in the ACA.

The pharmacy must be orderly in appearance, well lighted, ventilated, and no gambling devices.

There is also a regulation pertaining to practice according to local, state and federal regulations. I am sure we all agree with these in principle. We may not live up to them 100%, but we can try.

The American College of Apothecaries is not trying to be an exclusive organization. As Fellows we want men who practice professional pharmacy . . . men with our problems and views . . . men trying to do similar jobs under similar conditions.

Our meetings and publications are open to any pharmacist. We welcome visitors and their ideas. When we review our objectives we see it is not so much the practice of professional pharmacy as it is the professional practice of pharmacy. In all prescription laboratories, be they in a corner of a super department store, the back of a suburban drug store or in that institution of the small town, you men can professionally practice your vocation.

Do the job right. Do it accurately, not reasonably accurate. Use raw material with a pedigree, not a price. Be very clean in working and have your finished product delivered neat and spotless. Let it reflect the methods and conditions under which it was prepared.

Be helpful to your patients. Be there to serve them, but not to teach them how they should transact their drug business.

Be a helpful asset to your physicians. Use the knowledge you have accumulated here at Chapel Hill.

Professionally practice Pharmacy.

Officer-Nominees

Officer-nominees of the Western N. C. Drug Club will be selected by a committee consisting of Tom Bennett, chairman, Beaman Pinner and Albert Chandley. The committee's selection was announced at the January 9th meeting of the Club, with the door being left open to additional nominees up to the February meeting date.

Present officers of the Club are: Earl Houser, president; R. F. Coppedge, vice-president; Ruth Agnew, secretary; and Thompson Hiles, treasurer.



Interior of The Carolina Apothecary, Reidsville, at Christmas. W. G. Dudley, Jr. at the phone, H. O. Gammon (center) and J. L. Thompson in the foreground.



**you'll sell
more ...and you'll
make more
profit!...**

**North Carolinians
quickly recognize
delicious**

**PINE STATE
ICE CREAM**

Raleigh, North Carolina



March Cosmo to Tell Truth About Proprietaries

In the upcoming March issue (on sale in your store February 25), *Cosmopolitan* will tell its 8,150,000 readers the real truth about proprietary drugs in an editorial you should read—and place in the hands of as many of your customers as possible.

Written by Robert L. Heilbroner under the attention-compelling title, "Are Patent Medicines Dangerous?" this article says, in effect, they *could* be unless you buy them from a reputable druggist whose professional standing requires him to carry quality products only.

Although 99% of proprietary drug manufacturers are responsible business men who will go to almost any length to protect the good name of their products, the \$800,000,000 industry they represent is constantly being besmirched by a small, but active, group of illicit operators who lurk around its fringes.

Two government agencies—the Federal Food and Drug Administration and the Federal Trade Commission—are constantly working with the industry's own regulatory body, the Proprietary Association, to keep the public from being victimized by old-fashioned patent medicine vendors.

However, as *Cosmopolitan's* article points out, the effectiveness of these safeguards rest with the customer, and the only way he really can be protected is through being educated to buy *all* medicines in a drug store, under the supervision of a registered pharmacist. To help bring this about, *Cos-*

Advertising is the backbone of the CAROLINA JOURNAL OF PHARMACY. Without it, we would have a mimeographed sheet instead of this publication. All other things being equal, prove your appreciation by making purchases from representatives of Companies Advertising in the JOURNAL.

Cosmopolitan is preparing an attractive 10" 14" door poster to be displayed in connection with our March proprietaries article. This sign will feature the slogan "*For your health's sake*" over a list of the proprietaries advertised in March *Cosmopolitan*.

It will carry the same printed message on both sides, so customers can read it coming in or going out of your store.

Coupled with Robert Heilbroner's article, which repeatedly cautions *Cosmopolitan* readers to purchase all medicines through their druggist, this poster can be used to hammer home to your customers the extra protection they enjoy when they buy proprietaries, as well as prescription drugs, from you.

All you need to do to tie in is to fasten it to your front door, or one of your corner windows, with Scotch tape; place massed displays of *Cosmopolitan*-advertised proprietaries at strategic traffic spots throughout your store (*with open copies of the magazine*); and talk up the article to your customers, as part of *Cosmopolitan's* continuing program for helping them safeguard their health.

Send your request for poster (attaching your store sticker) to: *Cosmopolitan* Druggist, 959 8th Avenue, New York 19, New York.

A For Effort

On a recent quiz program, one of the contestants was asked for a definition of "avoirduois." The surprising answer was: "It's French for 'Have some more peas', which, according to our way of thinking, indicates the contestant was willing to take a chance.

Returns from Korea

W. A. (Bill) Hayes of Hillsboro has returned from Japan and Korea, after six months of service with the Marines in that part of the World. Much of the time Bill was with a medical outfit on the front line, helping care for the wounded. Fast transportation to the rear base hospitals by means of helicopters are saving 99% of the wounded.

Bill will be stationed in California after visiting his family. He now has nine years of service to his credit.

Scott Drug Company

**Wholesale and Manufacturing
Druggists**

Charlotte, N. C.



THE WORLD'S FINEST SALTED NUTS

Fresh From Our

Double Kay

NUT SHOP

DEPARTMENT **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



A FAMILIAR SCENE FROM KENAN STADIUM—Pharmacy students Thilia Pappas of Charlotte and Tommy Temple of Zebulon, both members of Carolina's cheering group this past fall, are shown above in a typical pose. Temple was also Carolina's official clown. Photo by William Tolbert, Lenoir.

HOWELL HALL HAPPENINGS

Wanted—The School of Pharmacy needs information which can lead to the purchase of a Whitehall-Tatum, No. 25, Hand Tablet Machine. This simple tablet press is urgently needed in a research project, but it is no longer available commercially. It is believed that this machine could be found in one of the older pharmacies of North Carolina. Please send information to Dean A. Brecht, Drawer 629, Chapel Hill.

The North Carolina Pharmaceutical Research Foundation, Inc., mailed 1,550 copies of its new pamphlet, "First Five-year Report," during December in connection with the annual drive for funds. A state-wide newspaper feature was released on December 21 and brought favorable publicity to North Carolina pharmacy. Additional copies of the pamphlet are available.

Students in the School of Pharmacy took part in a Christmas Contest to bring a personal contact from the University to all parts of the state to aid the Research Foundation in the annual drive. Three prizes consisting of packages of immediately useable articles were offered by Mr. Roger A. Duffie, president of the foundation, and J. P. A. Hayes, president of the Justice Drug Company.

Dr. and Mrs. H. O. Thompson and Beverly and Buddy moved into their new home on Christopher Road in the Greenwood section during the last week of November.

Dean E. A. Brecht acted as moderator at a panel discussion on Hospital Pharmacy Policies at the November 24 meeting of the Graham-Orange Drug Club. Mr. I. T. Cameron of the Duke Hospital Pharmacy and J. W. W. Taylor of the N. C. Memorial Hospital Pharmacy were the panel members. J. Hunter Kelly of the Watts Hospital Pharmacy was unable to be present. The meeting was held at the Institute of Pharmacy. Refreshments were served after the meeting.

Dr. Fred Semeniuk, Professor of Pharmaceutical Chemistry, was sworn in as a citizen of the United States at a ceremony in

Greensboro on December 2. He was a native of Canada.

Mr. Rease Inge of E. R. Squibb and Sons was a recent visitor. It was pleasing to learn that he has returned to the South to resume his position as district manager from the Atlanta Branch.

Harold W. McDaniel and Darrell Rhudy, local representatives, had charge of an educational display of products of Burroughs Wellcome and Co., Inc., in the School on December 5.

The Pharmacy Wives held their Christmas Party at the Institute of Pharmacy on December 18. Entertainment consisted of Bingo, a Christmas Carol Quartette Contest, and a hilarious grapefruit relay.

The following telegram was received on December 9: "NEW APPRENTICE PHARMACIST ANDREW PAPPAS ARRIVED THIS MORNING. HE AND MARY DOING WELL." The proud parents are Mr. and Mrs. Steve Pappas of Charlotte.

Mrs. Shirley Water Swicegood, '51, has been added as the third pharmacist in the Pharmacy of the N. C. Memorial Hospital in Chapel Hill.

Student Branches

Reported by ROWE B. CAMPBELL, JR.

Mr. William G. Dudley, Jr., proprietor of the Carolina Apothecary at Reidsville, addressed the members on the operation of a prescription shop and also discussed the purposes and eligibility requirements of the American College of Apothecaries. The program was given on December 2 at the Institute of Pharmacy. Refreshments were served by Mr. and Mrs. W. J. Smith by courtesy of the North Carolina Pharmaceutical Association.

Rho Chi

Reported by FRANK FERGUSON

The following were initiated into the Rho Chi Society on December 1: Rowe B. Campbell, Jr., Taylorsville, and James T. Moore, Wilmington, undergraduates; Fred Teare, Edmonton, Alberta, Canada, graduate student; and Mrs. Lorna Teare, Ed-

monton, and F. C. Hammerness, Florence, Montana, instructors. After the initiation in Howell Hall a dinner meeting was held at the Pines.

Pharmacy Girls Association

Reported by DON REA HEDRICK KEPLEY

The officers for the year are: President, Don Kepley; Vice-president, Jeanette Hunter; Secretary-treasurer, Barbara Gilliam.

Many meetings were held to plan for the Annual Christmas Party which was held on December 9 in the Rendezvous Room of Graham Memorial. Punch and cookies were served from a beautifully decorated table of red candles and greenery. Dancing was enjoyed by members of the faculty, students, dates, and wives.

Kappa Psi

Reported by STEVE PERROW

The Third Province Convention was held in Chapel Hill on December 6.

The province is composed of Florida, Georgia, South Carolina, Virginia, District of Columbia, and North Carolina. All meetings were held at the Institute of Pharmacy. About fifty-two delegates attended the meeting. Dr. Fred Semeniuk, Treasurer of the Province, presided in the absence of Dr. John Schermerhorn. Steve Perrow, Regent of the Beta Xi Host Chapter, made the welcoming address to begin the morning session which recessed at noon for a luncheon at the Carolina Inn with Representative Carl T. Durham as guest speaker. The afternoon session convened at 2:30 and election of Province officers was one of the highlights of the afternoon.

Satrap: Earl T. Brown, University of North Carolina.

Vice-satrap: Dr. Carl Johnson, University of Florida.

Secretary: Dr. John Boenigk, Medical College of Virginia.

Treasurer: Dr. Fred Semeniuk, University of North Carolina.

Historian: Dr. James Young, Medical College of Virginia.

Gene Hackney, University of North Carolina was appointed delegate to the national convention, and Ed. Snell, George

Washington University, was named alternate. Among those attending the province meeting were Dr. Frank Eby, Grand Regent from Temple University, Dr. Ray Kelley, Grand Secretary-Treasurer from the Massachusetts College of Pharmacy, Dr. Milton Neuroth, Third Grand Vice-Regent from the Medical College of Virginia, and Dr. John Boenigk. Immediately following the meeting, Beta Xi was host at a Coffee Hour to which the local faculty and associates were invited to meet the Grand Officers and delegates. Those attending included Dean and Mrs. E. A. Brecht, Dr. and Mrs. H. O. Thompson, Mrs. M. J. Jacobs, Mrs. I. W. Rose, Miss Alice Noble, Mr. and Mrs. W. J. Smith, Mr. and Mrs. H. C. McAllister, Dr. Fred Semeniuk, and all Kappa Psi graduate students and wives.

Steve Perrow, fourth-year student from Bedford, Virginia, was recently elected clerk of the Men's Honor Council.

Gene Hackney, third-year student from Sanford, was recently elected to fill an unexpired term as Chairman of the Dances Committee.

Kappa Psi held a Christmas Party on December 9. The brothers drew names and gave toy gifts to each other. These gifts were later given to Wright's Refuge, an orphanage in Durham, to help in making a Merry Christmas for the children there.

The Pledge Dance will be held on January 10 at the Chapel Hill Country Club from nine to twelve o'clock with music provided by Buddy Klein and His Statesmen. The banquet will precede the dance at the Country Club at six o'clock.

Phi Delta Chi

Reported by CARL KIRBY

Phi Delta Chi announced the list of new officers for the Winter Quarter: Chi Counsellor, Leilon Dollar; Vice Counsellor, M. T. Wagner; Worthy Prelate, Vance McGugan; Master-at-arms, W. J. Miller; Inner Guard, Charles Josey.

James C. McGee, '51, of Asheville and Miss Margaret Hurlocker of Albemarle were married on December 28 in Albemarle. Many of the alumni and active brothers were present.

DOINGS OF THE AUXILIARIES

Charlotte Auxiliary

MRS. FLOYD JOHNSON, *Reporter*

The Charlotte Auxiliary had their annual Christmas Party at the regular meeting on Tuesday, December 9th. Activities began with a luncheon at twelve-thirty in Efrids' private dining room, at which Mrs. Ben Lawfield gave the invocation. The decorating committee, with Mrs. Raymond Cobb as Chairman, did a wonderful job of beautifying the room with Christmas greenery, colorful balls and lighted candles. The speakers' table was centered with a large white Santa with sleigh and reindeer, and a separate table was centered with a lighted Christmas tree containing gifts for each member.

Mrs. Robert White, President, presided at the business meeting and introduced two new members, Mrs. Pat Ryder and Mrs. Gill Vaden. Mrs. Ryder has moved to Charlotte from Greensboro, where she was past-president of the Greensboro auxiliary. Next our guests were introduced: Mrs. Fred Felder, guest of Mrs. Victor Riggsbee; Miss Winnie Davis, guest of Mrs. F. J. Potter; Mrs. Emil Nathan, guest of Mrs. Louis Holmes; little Harriet Johnson, with Mrs. Floyd Johnson; and Miss Nicole Bour, with Mrs. W. R. Dixon. Miss Bour is from Paris, France, and is the sister of Mrs. Walter Dixon, Jr.

Reports were heard from committee chairmen, and Secretary and Treasurer reports were read. Our Social Chairman, Mrs. Clyde Lisk, reported that the annual Bridge Benefit, a widely known money-raising project of our Auxiliary, would be held in February. Each lady had brought a toy for a child, and Mrs. Lisk and Mrs. Joe Monroe delivered these to the charity ward at Good Samaritan Hospital.

Door prizes were won by Mrs. M. W. Cone, Mrs. H. G. Blackmon, and Mrs. G. Lawrence. The meeting was closed by the singing of Christmas Carols by all the members.

Mr. T. E. Whitehead, owner of Whitehead Pharmacy, is ill at Mercy Hospital,

and we all extend sincere wishes for his early recovery.

Young Victor Riggsbee, Jr., who has been associated with his father at Hawthorne Pharmacy, has received orders to report to Bainbridge, Maryland, in January for training. Victor is in the Naval Reserve.

Mrs. Harry (Carolyn Monroe) Bryson will sail from New York in early January to join Lt. Bryson at Laon-Couvron, France. Carolyn is the daughter of Mr. and Mrs. Joe Monroe of Carolina Cut-Rate Drug Company.

Mrs. C. H. Smith, a past-President of our Auxiliary, is in Memorial Hospital for treatment.

The Apothecary Club

MRS. E. W. ROLLINS, *Reporter*

The Forsyth Country Club was the center of festivity for the Christmas dinner given for The Apothecary Club and the Winston-Salem pharmacists by O'Hanlon-Watson Drug Company.

The tables were decorated with lovely candles, red berries and pine cones. A delicious turkey dinner was served and thoroughly enjoyed by all.

Mrs. A. L. Fishel, president of The Apothecary Club, presided and introduced officers of the organization. Mr. James Darlington, president of O'Hanlon-Watson, welcomed all the guests. Mr. O'Hanlon also had a word of welcome and introduced Lt. Hedy Watson, home for the holidays.

Draw prizes were given some of the lucky ladies, and six beautiful plates with the picture of the Institute of Pharmacy were given some of the men.

Special music was given by Alan Stanley, Bourne Hammer and Paul Pegrarn.

The Apothecary Club held its January meeting at the home of Mrs. A. L. Fishel, with Mrs. Gene Merchant as joint hostess. Despite unfavorable weather, fifteen members were present.

Mrs. Annie B. Cooksey made a report for The Projects' Committee. Articles had been sold by members of the Club from which a profit of \$60 had been realized.

The Club voted to send \$5 to the March of Dimes fund.

Delicious refreshments were served by the hostesses.

News Items

Wade A. Gilliam's grandmother, Mrs. D. C. Rose of Winston-Salem, age 92, passed away January 6.

Mr. Sam E. Welfare attended the inauguration of the new Governor in Raleigh.

Mr. and Mrs. M. V. Williams are looking forward to a week's visit from their son, John Williams, and his wife. John is stationed in Florida.

Mrs. A. C. Powell has been ill but is reported to be much improved.

Raleigh Auxiliary

MRS. H. G. PRICE, *Reporter*

The annual Christmas Party of the Raleigh Woman's Drug Club was held Saturday evening, December 13th in the Bam Boo Room at the Chez Gourmet with a dinner dance.

The room was beautifully decorated with arrangements of Cedar, Nandenna Berries, Snowball Reindeer and Red Candles on a white table cloth.

Following the dinner, Mrs. Moffitt Moore, President, welcomed the guests, members, and their husbands.

Special recognition was given to Mrs. R. E. Woodcock, Entertainment Chairman, and Mrs. O. G. Duke, Ways and Means Chairman, and their Committees, who worked so diligently to make the party a success.

Dancing concluded the program for the evening.

LIGHT STUFF

Land Titles

The following story, sent to us by a friend, illustrates the care used by the Defense Plant Corporation in investigating land titles to proposed plant sites.

The Defense Plant Corporation, making a routine investigation of the titles to a

proposed plant site in Louisiana, received title proof as far back as 1803. A legal adviser was not satisfied with this and wrote for evidence as to prior titles. He received the following reply from a Louisiana attorney:

"Gentlemen:

"I note your comment upon the fact that the record of title sent you as applying to the lands under consideration dates only from the year 1803, and your request for an extension of the records prior to that date.

"Please be advised that the government of the United States acquired the territory, including the tract to which your inquiry applies, by purchase from the government of France in the year 1803. The government of France acquired title by conquest from the government of Spain; the government of Spain acquired title by discovery by one Christopher Columbus, a resident of Genoa, Italy, traveler and explorer, who, by agreement concerning the acquisition of title to any lands discovered, travelled and explored under the sponsorship and patronage of her Majesty the Queen of Spain. And the Queen of Spain had verified her arrangement and received sanction of her title by the consent of the Pope, a resident of Rome, Italy, and ex-officio representative and vice-regent of Jesus Christ. Jesus Christ was the son and heir apparent of the Almighty God from whom he received His authority and the Almighty God made Louisiana.

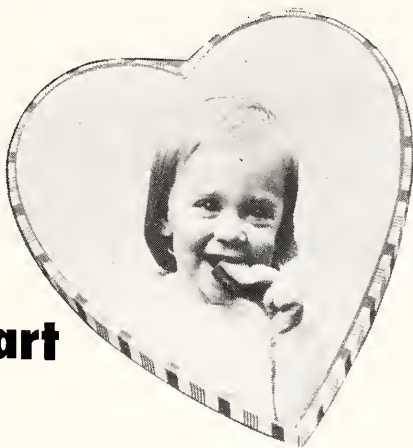
"I trust this complies with your request."

—Reprinted from *Peabody Tips*.

A Polite Letdown

A customer owed Paul Thompson of Fairmont a bill for the previous season and paid no attention to statements. So Paul wrote him that if he didn't remit at once he would be forced to place the account in the hands of a lawyer for collection. In the next mail came a letter: "Enclosed find check to settle account referred to in your letter. Thanks for past favors. Yours truly, John Doe." And then followed: "P. S. This is the kind of letter I would write you if my tobacco crop had turned out well."

Whose Sweetheart is She?



She's your customer's. And no question about it, he's going to think about her—her mother—her grandmother—come February 14. So we here at Bodeker thought of **you** when we stocked the Dogwood Room with perfumes, compacts and cosmetics, toys, lighters and luggage. For your customer they say "I love you" to sweethearts young and old. For you they mean extra sales and profits . . . or our way of saying "the happiest Valentine's ever from Bodeker to you."



Wholesale Drugs
since 1846

See your Bodeker salesman
today.

The Bodeker Drug Co.

1408-1416 EAST MAIN STREET
RICHMOND 13, VIRGINIA

"More than 100 years of friendly and dependable service"

Here's how

the druggist CAN MAKE MORE MONEY IN 1953

HIS BIGGEST CHANCE FOR INCREASED PROFITS
IS TO RAISE HIS AVERAGE SALE

- Draw customers from these traffic departments

- To these more profitable departments

	Average Sale		Average Sale
Tobacco	40¢	Prescriptions	\$1.88
Soda Fountain	28¢	Toiletries	.75
Candy	20¢	Proprietaries	.64
Magazines & Newspapers	20¢	Sundries	.56

AND—the size of this potential market is indicated by the fact that—

71% of the customers buy only one item . . .
the one they came in for!

(Source: NARD Survey)

W. H. King Drug Company

Raleigh, North Carolina

"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



Mrs. I. W. Rose is shown with Silver Service she presented to Institute of Pharmacy in Memory of the Late Professor Ira W. Rose.

., 1953

XXIV Number 2

IN THIS ISSUE

- The Credit Interview
- Which Insulin Is Best?

the new **WELL-TOLERATED**
wide-range antibiotic

'Ilotycin' is a powerful antibacterial of proved effectiveness* in the treatment of infections due to:

ORGANISMS	INFECTIONS
1. Staphylococci	Bacteremia, meningitis, pneumonia, osteomyelitis
2. Hemolytic streptococci	Cellulitis, erysipelas, peritonsillar abscess, pharyngitis, pneumonia, scarlet fever, septic sore throat, tonsillitis, wound infections
3. Pneumococci	Empyema, lobar pneumonia
4. <i>Corynebacterium diphtheriae</i>	Diphtheria carriers
5. Nonhemolytic streptococci	Some cases of endocarditis, genito-urinary tract infections

***References**

1. Heilman, F. R., Herrell, W. E., Wellman, W. E., and Geraci, J. E.: Some Laboratory and Clinical Observations on a New Antibiotic, Erythromycin ('Ilotycin'), Proc. Staff Meet., Mayo Clin., 27:285 (July 16), 1952. 2. Haight, T. H., and Finland, M.: Laboratory and Clinical Studies on Erythromycin, New England J. Med., 247:227 (August 14), 1952. 3. Smith, J. W., Dyke, R. W., and Griffith, R. S.: Erythromycin: Studies on Absorption Following Oral Administration and on Treatment of 33 Patients, to be published. 4. Spink, W. W.: Personal communications. 5. Roman-sky, M. J.: Personal communications.



Dosage: Adults—Total daily doses of 400 to 2,000 mg. are recommended, depending on the type and severity of the infection. Lobar pneumonia, bronchopneumonia, and some of the milder types of respiratory infections caused by organisms susceptible to 'Ilotycin' have consistently responded to doses of 100 mg. every four to six hours. For other infections, larger doses of 300 to 500 mg. every six to eight hours should be employed.

Children—6 to 8 mg. per Kg. of body weight every six hours. Therapy should be continued for at least forty-eight hours after the temperature has returned to normal and acute symptoms have subsided.

Available in 100-mg. specially coated tablets in bottles of 36.



Lilly THE ORIGINATOR OF ERYTHROMYCIN

Chloromycetin®

notably effective,
well tolerated, broad spectrum
antibiotic



CHLOROMYCETIN Kapsels, © 250 mg., bottles of 16 and 100.

CHLOROMYCETIN Capsules, 100 mg., bottles of 25 and 100.

CHLOROMYCETIN Capsules, 50 mg., bottles of 25 and 100.

PEDIATRIC CHLOROMYCETIN PALMITATE, equivalent to 125 mg. **CHLOROMYCETIN** per teaspoonful (4 cc.), 60-cc. bottles.

CHLOROMYCETIN Ophthalmic, 25 mg. dry powder for solution, individual vials with droppers.

CHLOROMYCETIN Ophthalmic Ointment, 1%, ½-ounce collapsible tubes.

CHLOROMYCETIN Cream, 1%, 1-ounce collapsible tubes.

Ampoules CHLOROMYCETIN Solution, 2-cc. ampoules containing 250 mg.

CHLOROMYCETIN in each cc., packages of 6.

CHLOROMYCETIN (chloramphenicol, Parke-Davis) is well tolerated in a wide range of infectious disorders. Its usefulness in the hands of the physician has broadened over the years as studies of its effectiveness and tolerability have continued. The many hundreds of clinical reports on **CHLOROMYCETIN** emphasize repeatedly the infrequent occurrence of even mild signs and symptoms of gastrointestinal distress and other side effects in patients receiving the drug.

Similarly, the broad clinical effectiveness of **CHLOROMYCETIN** has been established, and serious blood disorders following its use are rare. Because it is a potent therapeutic agent, **CHLOROMYCETIN** should not be used indiscriminately or for minor infections—and, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

Its wide range of indications and successful record of treatment in millions of patients make **CHLOROMYCETIN** a notable contribution to modern therapy.



Parke, Davis & Company
DETROIT, MICHIGAN

500% increase in Photo Finishing in only fourteen months time.

I. W. ROSE DRUG COMPANY

ESTABLISHED 1910

DRUGS - COSMETICS - PHOTOGRAPHIC SUPPLIES

PHONE 7111

ROCKY MOUNT, NORTH CAROLINA

May 15, 1951

Mr. J. S. Montgomery
Galeski Photo Center
2 South Eighth Street
Richmond, Virginia

Dear Mr. Montgomery:

This is being written to compliment you on the quality of your photo finishing.

You have had our account since March 1950, and our photo finishing volume has increased over five times.

We attribute this phenomenal increase to the superior quality of your work, plus the quick service rendered on returns. This of course means more satisfied customers and adds to the prestige of our photo department.

Congratulations for doing a swell job, keep up the good work.

Very truly yours,

(Signed) R. E. Fleming

I. W. Rose Drug Company

With the proper cooperation on your part we can do as much for you.

We serve more Drug Stores and Camera Shops in North Carolina than any other finishers.

Each day we develop more rolls. Each day we make more prints than any other plant in the South.

TOP QUALITY

POPULAR PRICES

FAST SERVICE

LIBERAL DISCOUNT



Through the addition of new equipment and trained employees, we are now able to announce that we are actively soliciting new business on an exclusive basis, from preferred accounts in each city or town.

For further information write, 'phone or wire

P. O. Box 658

Richmond, Va.

***For the Pharmacist
and members of the T.M.A.***

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy :

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years.. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to :

F. W. Sarles
Box 1048
Greensboro, N. C.

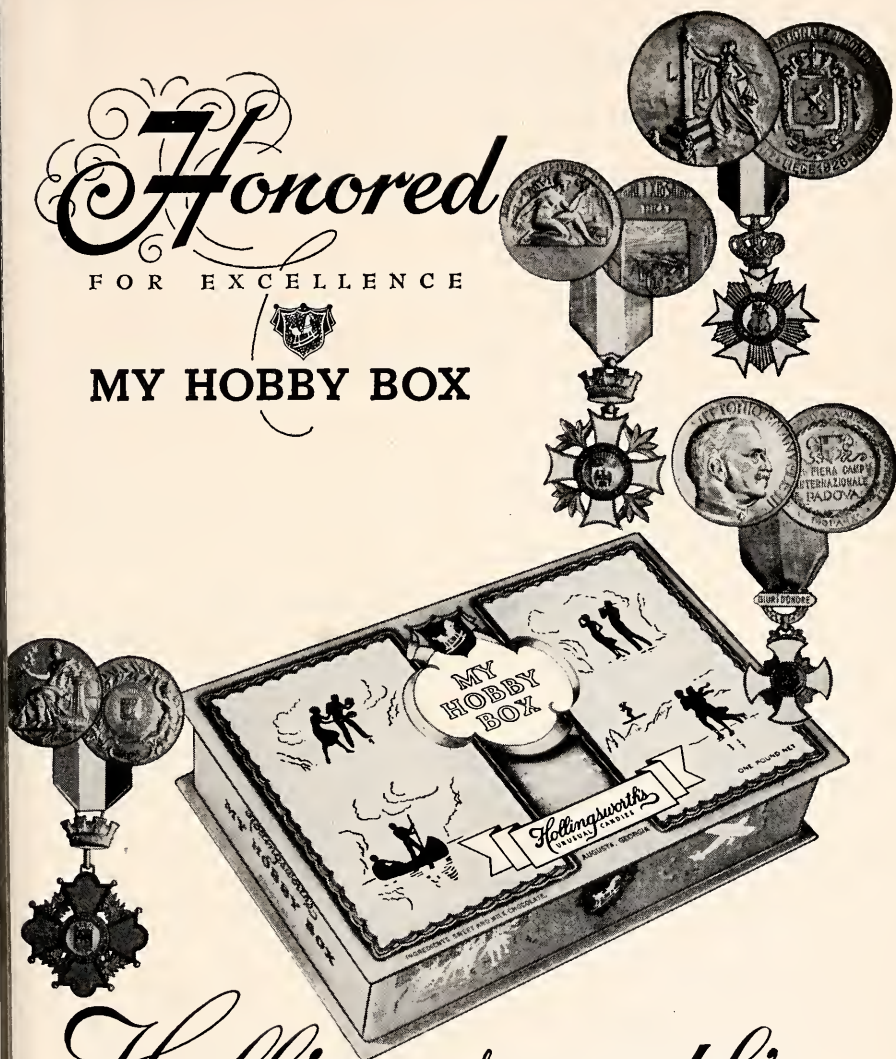
**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

Honored

FOR EXCELLENCE



MY HOBBY BOX



Hollingsworth's

UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS

Here Are Some Reasons Why You Should Merchandise Your Photographic Department

- There are four times as many snapshots taken today as there were ten years ago.
- People have more money and more leisure.
People are traveling more, and there are more paid vacations.
- There are more children. These are the most photographed subjects.
- Snapshots of the boys in service and their families make a good market.
- New Incentives—
 1. Color: Kodacolor; Kodachrome Films
 2. Flash—Simple, easy—extends snapshotting around the clock and the year round.

YET—

There are only two families out of three in the United States who own cameras.

There is selling to be done and a waiting market.

AND MOST IMPORTANT—

Your customer has to make three calls to your store:

1. to buy film
2. to leave film for developing
3. to pick up finished prints

We can supply you with display material—just ask our representative.

OWENS & MINOR DRUG CO., INC.

1000 E. CARY STREET
RICHMOND, VIRGINIA

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
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W. J. SMITH, MANAGING EDITOR

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Vol. XXXIV

FEBRUARY, 1953

No. 2

Moudry Reports on Problem of Competition from Pharmacies Owned by Physicians

Frank W. Moudry of St. Paul, past president of the National Association of Retail Druggists, is chairman of a special contact committee of the N.A.R.D. appointed to procure assistance from the American Medical Association to help solve the problem of competition from the pharmacies owned by physicians joined in group medical practice and identified with private clinics located in a sizable number of communities in the United States. Dr. Moudry reported to the Executive Committee of the N.A.R.D. on January 21 in Chicago that excellent progress had been achieved and he cited the statement of the Judicial Council of the A.M.A. published in the December 27, 1952, issue of the *Journal of the American Medical Association*. The statement is as follows:

"The number of requests addressed to the Judicial Council for specific interpretations of the Principles of Medical Ethics continues to be ever increasing. Many of them reflect the age-old desire of physicians to increase their professional income through devious means beyond that of the definite fee for tangible professional services rendered. For example: 'May I, in a group with others in our own building, install a pharmacy with a pharmacist on salary in charge; May I, an ophthalmologist, employ a salaried optician to grind and mount lenses for my patients?' The obvious answer is if there is no community need for another pharmacy or an optician, and a group or an individual practitioner

will make a profit from these ancillary services, they will be indulging in unethical practices and will be subject to investigation by their society. There should be no need for addressing so many grievances to the American Medical Association Judicial Council before consulting county and state society representatives."

Dr. Moudry explained that the local societies affiliated with the A.M.A. handle matters of ethics first and for that reason action against physicians that have invaded the sphere of pharmacy contrary to the ethics of the medical profession must originate with the local medical society possessed of jurisdiction and that from there it may be referred to the state medical association and then in some cases to the A.M.A. Hence it is necessary to contact the local medical society first.

Dr. Moudry suggested initiative on the part of the state pharmaceutical organizations to see to it that the physicians be reminded of the statement of the Judicial Council of the A.M.A. published in the December 27, 1952, issue of the *Journal of the American Medical Association*. He said it may be possible to have the statement distributed to the physicians through the secretary of each of the state medical organizations affiliated with the A.M.A. Dr. Moudry also urged the interprofessional relations committee of the local organizations of pharmacists devote much more time and effort than most of them have in the past

(Continued on Page 53)

Turlington Establishes New Pharmacy

Original drug store permits issued by the N. C. Board of Pharmacy, following its regular monthly meeting in Chapel Hill on January 20, included

(1) Pine Street Drugs, Inc., 19th and Pine, Lumberton. Mr. Jesse E. Turlington is the pharmacist-owner-manager.

(2) Kaleel's Drug Store, Newbridge Street, Jacksonville. Two non-pharmacist owners. P. M. Arps of Plymouth will be in charge of the prescription department.

(3) Sampson's Pharmacy, 700 McCoy Street, Clinton. The store is owned and will be managed by Robert R. Sampson, colored pharmacist who until recently was an employee of Joe Reynolds Drug Store.

A new hospital pharmacy is to be established in The Moses H. Cone Hospital, 1200 North Elm Street, Greensboro. Claude U. Paolomi will be chief pharmacist.

A change in ownership was approved in connection with two established stores—the Gibson Drug Company of Gibson and the Haymont Drug Company, Fayetteville.

Miss Evelyn L. Stutts returns to Gibson as part-owner of the Gibson Drug Company after establishing and operating the pharmacy department in Crowell's Hospital, Lincolnton, for about a year.

The Haymont store has been renamed the "Strickland-Matthews Drug Store" by its new owners, Pharmacist C. B. Strickland and George Matthews.

The Board held a long session running from 10 A.M. to past 6 P.M. All members of the Board, including Inspectors May and Storey, were present with the exception of Frank Dayvault of Lenoir, unable to attend on account of illness.

Following its customary procedure, a number of pharmacists guests were invited to sit in on the meeting in order to familiarize themselves with the Board's procedure in handling the various problems coming before it.

Present for the January session were Luther Bunch of Goldsboro, Sandy Griffin of Burlington, Hoy Moose of Mount Pleas-

ant, W. G. Dudley, Jr. of Reidsville and Forrest Matthews, Jr. of Raleigh.

Moves to Canada

A former UNC Pharmacy School graduate—Miss Shirley Hurwitz—was married this past May, while living in New York, and is now making her home in Montreal, Canada. Her address at present is Mrs. Shirley Hurwitz Paull, 5830 Cote Street, Luke Road, Apt. 22, Montreal, Quebec, Canada.

Cash and Narcotics Stolen

A heavy safe containing a quantity of narcotics and several thousand dollars in cash was stolen from Lane's Pharmacy, Wilmington, on January 26. Police said the safe, weighing about 600 pounds, was rolled from the building, then carted away in a truck equipped with a block and tackle.

New Arrivals

The city fathers of Zebulon were fearful a bit of Pittsburgh "smog" had hit the community on January 8th, but checking on the part of interested persons indicated the "smog" to be nothing more than tobacco smoke arising from countless cigars passed out by Haywood Jones. The event? Haywood was celebrating the arrival of Lou Ellen, weight 7 lbs., 7 ozs.

Over Fairmont way, Mr. and Mrs. Charles D. Webster sent their friends a unique prescription announcing the birth of Charles Davis Webster, Jr. on January 6. The attending physician indicated: "Handle with care. Add nutriment every 4 hours or on self-demand. Shake gently after each feeding. If liquid precipitate forms at bottom, remove and change wrapper."

Eminent Commander

Clarence O. Huntley, Lenoir pharmacist was recently installed as eminent commander of the Lenoir Commandery, Knights Templar.

June E. Shell, a past president of the NCPA, is recorder of the Commandery Harland M. Deal is the scribe.

Chief Bennick

It's now "Chief Bennick" of the Scott Drug Company, Charlotte. Johnnie was elected "Chief Rabban" of Oasis Temple Y Shriners of Western North Carolina on January 15.

Earl Tate of Lenoir was appointed outer ward.

Low Pay

Keith Fulbright, now stationed at Keesler Air Force Base in Mississippi, writes: "Regular hours, low pay." Seems we have heard that from others in service.

Joins Walgreen

From Macon, Georgia to Raleigh comes Pharmacist John H. Bius, now employed in the Capital City by Walgreen, Inc. John makes the fourth pharmacist for Walgreen's Raleigh store, the other three being Miss Marina Moseley, George Morgan and D. L. Jordan.

Occupies New Home

Mr. and Mrs. Sandy D. Griffin of Burlington recently occupied their new home located in that city at 325 West Kime Street. Mr. Griffin is in charge of the Pharmacy Department, Alamance County Hospital.

Pharmacy Student

Wade A. Carter, formerly of Lowell, is studying pharmacy at the University of South Carolina.

Liggett Pharmacist

H. C. Rice has joined the pharmacy staff of Liggett's of Charlotte. For the past year he was associated with Eckerd's of Charlotte, transferring for one month to the Plaza Hills Drug Store before accepting his present position.

Enters Hospital Ranks

After years in the ranks of retail pharmacy, B. B. Lewis has shifted to hospital pharmacy. On February 1, Mr. Lewis took over the management of the Crowell Hospital Pharmacy in Lincolnton, replacing Miss Evelyn Stutts, who returned to Gibson as part-owner of a pharmacy in that town.

Pfizer Names District Manager

Chas. Pfizer & Company recently promoted Sam G. Brock, special hospital representative from Jacksonville, Florida, to manager of the district comprising Virginia, North and South Carolina. Headquarters for Mr. Brock will be in Charlotte.

Confined to Hospital

Ed Pugh of Windsor has been confined to the Bertie County Memorial Hospital. In his absence, Tom Smith of Plymouth has been taking care of Mr. Pugh's prescription department, with an assist from Bill Gurley at times.

FOR LEASE

Building that has housed profitable drug business for over thirty-five years. Corner Stand. Good location in Western North Carolina Tourist Center. Write: W. B. Wilson, Jr., 1527 Druid Hills Avenue, Hendersonville, North Carolina.

Registers Available

Due to slightly increased printing costs, the Poison and Exempt Narcotic Registers supplied through the offices of the State Board of Pharmacy will henceforth be \$1.50 each plus postage. In the past, the \$1.50 fee was sufficient to take care of the postage, which, on books mailed in this state, generally runs around 25 cents.

If you need one of these registers, you will be on the safe side by making your check for \$1.75. Send to State Board of Pharmacy, Chapel Hill, N. C.

Registers delivered by inspectors of the Board will be \$1.50.

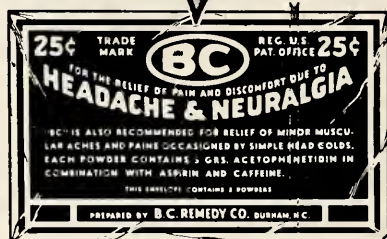
MOUDRY REPORTS

(Continued from Page 51)

to bring about increased goodwill between the druggists and the physicians of the same areas of service.

The Executive Committee of the N.A. R.D. voiced heartfelt appreciation to Dr. Moudry for the work he has done to help solve the problem that stems from the competition of pharmacies owned by physicians joined in group medical practice or identified with private clinics.

This trade-mark identifies the
Fastest-Selling Headache Powder
in America



... *and* here are two
packages that are already
a nation-wide success
and selling faster
every day.



YOU CAN'T GO WRONG
when you display and recommend "BC" Head-
ache Powders and "BC" Headache Tablets.
Both are quality products backed by tremendous
local and national advertising.

B. C. Remedy Co.
Durham, N. C.

W. L. Johnson Retires as Atlanta Branch Manager for Parke, Davis & Co.; N. L. Yarbrough Named Successor

A banquet honoring William L. Johnson, 55, on his retirement as Atlanta branch manager for Parke, Davis & Company was held at the Ansley Hotel, Atlanta, on Jan. 1.

Approximately 60 representatives of the world-wide pharmaceutical firm came from Detroit, St. Louis and New Orleans and throughout the Atlanta branch territory for the affair, which climaxed a three-day sales meeting at the Ansley Jan. 29-31.

Johnson's retirement ends 34 years of service to the company, which makes more than 1,000 different medicinals. Under his supervision, Parke-Davis recently completed a new \$500,000 branch office and warehouse in Atlanta to provide "better and faster service to physicians and pharmacists in Georgia, North and South Carolina, Florida and parts of Alabama, Tennessee and Virginia." Johnson also supervised the opening of a new depot at Miami last year, serving Florida up to and including Daytona Beach.

Home office executives present for the three-day meeting and banquet included Raymond L. Walker, director of U. S. and Canadian sales; Carl Johnson, U. S. sales manager; Frank H. Nelden, manager of medical sales education; H. B. Rames, manager of the chain store sales division; J. M. Cundiff, manager of the sales training department; and Richard T. Sanner, assistant trade relations manager.

Other Parke-Davis officials attending the banquet included Earl A. Kimzey, New Orleans branch manager, and Ben L. Donaldson, St. Louis branch manager.

Johnson Joined Firm at Baltimore in June, 1919

Johnson has been Atlanta branch manager since July, 1949, when he came here from the Baltimore branch. He joined Parke-Davis as a salesman in the Baltimore branch in June, 1919, with headquarters in Wilmington, N. C. He was pro-

moted to field manager in March, 1930; to assistant manager of the Baltimore branch in June, 1938; and to manager in July, 1945.

Walker announced the new Atlanta branch manager will be Nelson L. Yarbrough, 41, a native of Beulah, Ala. Yarbrough was graduated from Alabama Polytechnic Institute with a Bachelor of Science degree in pharmacy. He joined Parke-Davis in August, 1937, at New Orleans as a medical service representative. He served in the U. S. Coast Guard from 1942 until 1946. After returning to Parke-Davis, Yarbrough was promoted to field manager in September, 1948, and to associate manager of the Atlanta branch in February, 1952. He is married and has a young daughter.

Among topics discussed at the sales meeting was the distribution of the dwindling supplies of flu vaccine, new product developments, market conditions and 1953 sales plans.

Proved Profit Products

CONSTANT ADVERTISING KEEPS OLD CUSTOMERS
BUYING — MAKES NEW CUSTOMERS DAILY

CARDUI



For 67 years, women have been buying this product in drug stores. Laboratory tested and controlled for assured satisfaction.



BLACK-
DRAUGHT
Syrup of
Black-Draught

Granulated or powder for adults—
Syrup of Black-Draught for children
Both are real profit makers.

SOLTICE



The modern quick rub in a greaseless base. It is a profitable product that repeats regularly.



ZYRONE

A modern iron and vitamin B₁₂ tonic, — plus vitamins B₆ and Niacin. You can recommend it with confidence.

THE CHATTANOOGA MEDICINE CO.
ESTABLISHED 1879 CHATTANOOGA, TENN.



The
Bigger THE BOTTLE
 ...*The Bigger*
THE PROFIT!

**LARGE-SIZE PEPTO-BISMOL
 IS EVERYBODY'S BEST BET!**

When you sell the 16-oz. size,
 you can make a unit
 profit of as much as **63¢**

Your customers can
 save as much as **77¢**
 compared to four 4-oz. bottles.

P.S. Remember . . . there's a
 strong demand for *every* size of
 Pepto-Bismol. By having the
 right size your customers ask
 for, you pull in the big volume
 that means big profits!
 Make sure you have all 3 Pepto-
 Bismol sizes in stock . . . and in
 sight! Ask your Norwich sales-
 man for your special display rack!

16-oz. size
\$1.59 F.T.M.

8-oz. size
98¢ F.T.M.

4-oz. size
59¢ F.T.M.



**America's leading remedy for
 upset stomach! Recommend it
 for diarrhea, too!**

The Norwich Pharmacal
 Company, Norwich, N. Y.



Push-Carts in the Drug Store?

JAMES W. HARRISON, Asheville

Chairman Committee on Papers and Queries

To what extent Self-Service will advance in the drug store cannot be determined with any certainty unless the change in the shopping habits of the public is considered. Even then the certainty is doubtful.

This change in the shopping habits amounts to a revolution in that it bears little resemblance to the habits of a few years ago. A few years ago shopping involved a haggling and a matching of wits between the dealer and the purchaser. Today a huge amount of shopping has become mechanical, almost robot-like in its speed, in its impulse behavior.

There are definite reasons for this change. They may be summarized to include: the becoming of one vast middle class in our population; the increase in suburban population, with the farm dweller and the urbanite living in a suburban atmosphere; the closing of the time lag in the consideration of a purchase and the actual purchase; the inclination of the public to buy almost any category of merchandise in any type of retail store; the willingness of the public to accept any advertised brand, even the dealer's own brand advertised only locally, which amounts to a defalcation on the part of the public to brand loyalty.

The basic fundamental reasons *why* people buy change very little from one generation to the next. It is *how* people buy that changes to phases and cycles that are both ephemeral and governed into set grooves that become habits.

The manufacturer, distributor and retailer all have a hand in this revolutionary trend. The buyer is, paradoxically, a puppet and a motivating force, sometimes simultaneously, but always one or the other. The manufacturer, distributor and retailer recognize this buying trend and prepare to meet it by adjusting their methods to take advantage of it. Therein the buyer is the motivating force. When the manufacturer, distributor and retailer succeed in molding the buyer's desire to their aims and desires, the buyer becomes the puppet. But the

buyer remains a puppet only so long as he is pleased with the commodity or service rendered. If he is displeased with the commodity or service he will rebel, and cease to buy that commodity or service.

The manufacturer who has recognized that self-service and self-selection are feasible only when the public shops mechanically knows also that self-service and self-selection would not be possible if the public shopped with more meticulous care. Those who recognize the trend toward mechanical shopping and believe that it is more than a passing fancy and to be with us for some time are taking steps to cash in on the trend. This action is followed by the distributor and retailer gearing their actions to the trend.

The manufacturer is endeavoring to resell his products by more intensive advertising, he is packaging his products with an eye toward the mechanical and impulsive buyer, he is altering his service and distribution to have his products receive more attention and better position at the point of sale.

How the retail druggist fits in this trend can, in the rapidly changing picture, be dealt with only superficially. However, there are enough facts and figures available to cite examples of how some stores profited by instituting self-service.

One year ago (February 1952) there were 454 completely self-service drug stores and an estimated triple that number that were partially self-service. Three states in the far West had more than half the percentage of completely self-service units with the remainder of the United States containing only 47%. The South Atlantic states, with which we are most concerned, had only 7.6% of the total.

Those stores that are completely self-service are convinced the trend is here to stay. Even those that are only partially self-service, while confessing they are still experimenting, are pleased with the results so far.

Seaforth

Special 89c

59¢ Spray Deodorant	}	Regular \$1.18 value
59¢ Shave Lotion		for 89¢

A bargain for your customers . . . Extra Full-Profit sales for you . . . Easy to sell . . . Fast turn assured by strong advertising.

Price \$7.12 dozen Combinations

LIMITED QUANTITY! LIMITED TIME!

Distributed by

JUSTICE DRUG COMPANY

GREENSBORO, N. C.

Dependable Service Since 1898

PUSH-CARTS

Take an example from a section having the lowest percentage (0.62%) of self-service drug stores and we find increases in volume that are almost phenomenal. Increases in different categories of merchandise include such figures as: increase in baby goods 614%, cosmetics 509%, hair products 337%, proprietaries 166%, stationery 122%, oral hygiene products 119%, photo products 103%, feminine hygiene products 99%, prescriptions 74%, with men's toiletries, candy, soda fountain, household items and tobacco products, none lower than a 25% increase. This increase in nine months of self-service. In another group of stores the average sale jumped from 75 cents to \$1.07 after self-service was instituted.

These figures give increases in departments that by their very nature preclude the possibility of self-service, the prescription department, for example. The increase in the prescription department may be attributable to increased traffic, a separate promotion and other factors.

To present the whole story it is necessary to learn how the non-self-service drug stores fared. They, too, had an increase in volume, sales reaching the high of a pre-war year, although falling short of the increases shown by the self-service units cited above. A comparison drawn at this stage would not be a fair criterion since all the figures are not complete. Therefore, the question of whether or not the average retail druggist should go self-service almost wholly, could only be answered by a clairvoyant and this paper will be of help in that decision only so far as an objective presentation of the known facts are considered.

The space and area of the average retail drug store will not permit of any *completely* self-service plan on a scale vast enough to make it profitable, but a *partially* self-service plan would be profitable when considered from an analysis of some known facts.

Some of these facts may be enumerated. Actual selling in all retail outlets, including drug stores, is fast becoming a lost art. This fact may be termed a reason for the

self-service idea rather than a result of it for, certainly, it has existed for some time. The selling contribution of drug store personnel is canceled by the "unselling" contribution. "Unselling" may be defined as simple failure to sell when opportunity offers, or failure to sell because of an unprepared knowledge of how to sell the particular products, a lack of knowledge that reveals itself to the prospective buyer and results in failure to convince the buyer to buy. Indifference may also be a contributing factor. To draw a comparison, however odious, it has been proved, is being proved daily, that a customer will buy a product even in the face of unintelligent selling when the buying is done mechanically. But that is not selling, yet it does not mean that selling could not have been accomplished by top-flight sales personnel.

It still requires courteous and intelligent selling to persuade a customer to buy. That selling may be done by a package, by an advertisement, by a coin and machine. It is something of a travesty on a drug store clerk's qualities to assert that a package or a robot can do as good a selling job as a clerk. The self-service operators maintain not that a package or self-service unit *can* surpass a clerk's selling, but that it has done and is doing a better selling job than a clerk has done or is doing now—and at less selling expense.

This means that now the persuasion is contributed almost entirely by advertising, the package, the accessibility of the product and self-selection. The increasing numbers of mechanical buyers strengthen this belief when one considers the vast amount of public buying that is being done today.

Then, too, there is a trend toward the one-stop shopping center. Drug stores in the centers readily adapt themselves to self-service with only attendants close by in a department that requires explanatory adjuncts to selling. In those centers prescription departments are still manned by humans. Pharmacy Boards do not license robots.

The retail druggist is aware of the changing times that show trends toward changing opening times of competitive outlets. The trend toward the noon hour opening, two

PUSH-CARTS

or more open nights and a five day week with either a Monday or Saturday closing is gaining momentum in large urban centers. He may well consider how this trend may affect him in his relation to his customers.

The druggist is also concerned very profoundly with his loss of volume on the non-food lines handled by the super markets. Small wonder that he seeks methods and means to either regain those lost sales or balance and exceed the loss in one category with gains in other categories. It is a human foible that his thoughts turn to relief by legislation or relief presented as a gift decreed by some hypothetical divine right. Indications are that relief will not be gained by either of these devices. Ergo, it follows that relief will come only by his own efforts.

This means the question of whether or not to go self-service hinges on the question of whether it is a sure method of regaining the volume lost to the competitive outlets that have gone self-service. In view of the known facts, the knowledge of a decided trend toward one-stop shopping and mechanical buying, the answer must be an emphatic "No" to the part of the question asking if it be a sure method of regaining the lost volume.

The equipment, the space of the super-markets, the frequency of visits to a food store on the part of the housewife, all combine to defeat the retaliative factor. As for legislation, it is obvious that it is not the ally needed, simply because it is not obtainable at any price. As for retaliation, it is difficult to perceive how the addition of a line of groceries to the inventory of the average druggist could result in aught but further loss to him.

However, there are things he can do, conditions he can change. He can arouse himself; he can awaken from an engulfing latency his innate ability and use it.

The retail druggist is primarily a pharmacist, a professional man. He has a permit from his state Board of Pharmacy to conduct a pharmacy and render pharmaceutical service to his community. There is nothing in that permit prohibiting him

from endeavoring to be a successful merchant. The only prohibitions he encounters are those of his own making. He has a better than average education in science and business. He has talent and potentialities beyond that of most other merchants. He has boldness to try any expedient, even that of self-service, if he believes it will serve his interests, and he is altruistic enough to insist that it serve the interests of his customers.

A cross section of his great number will reveal that he is friendly, capable of inspiring trust, civic minded and ethical in his relations with his contemporaries and members of the allied professions. It will also reveal that he has other qualities and capabilities beyond those of other merchants.

Then, with this foundation as a base from which should spring all his efforts, he has only to summon those capabilities and talents from their dormant resting place and use them.

He can make his prescription department the heart, truly the core, of his business. He undertook that obligation when he received his permit to operate a pharmacy. He can promote the prescription department of his allied professions and to his customers and prospective customers. He can promote the sale of health needs, appliances and concomitant articles for both man and beast.

He can enlarge the scope of his delivery service or institute such a service if he does not now have it. He can, with the help of his distributors, supply the needs and wants of his customers, even with a shallow inventory. Perhaps most important of all, he can obtain the services of adequate and satisfactory personnel and train them to become top-flight sales persons instead of mere clerks. He can, with the help of such a sales force, use the well-known but sadly neglected yet still workable "companion sales" and "large size" and "trade-up" selling schemes that no buying revolution change has ever altered. He can co-operate with manufacturer and distributor in their promotions that are slanted to his benefit. He can display, promote and advertise in and with all the

PUSH-CARTS

media that embrace the products and service he sells.

He can render service his competitors can never hope to emulate. He can preserve and strengthen the amicable relations existing between physician and pharmacist, physician and patient and enter into the P-P-P* chain as the middle link, a strong link.

He can use even his limited space to catch the impulse trade by his promotional and display abilities. He can do a selling job in spite of all the mechanical buying that is so prevalent today. He can do all this and more—more that is too obvious to mention. He can render a warm and human service in an intelligent, even glamorous manner, to a public that, in spite of all its mechanical buying, still appreciates and expects.

* Physician-Pharmacist-Patient



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Push-carts in the drug store? If he is big enough, he will have them and Mrs. Public will lift only a quizzical eyebrow and use them. If they are not applicable to his scheme of operations, then he will not have them. He can strike a happy medium, adapt a modification. In either event, if he retains and uses what he has in abundance, he will still keep his store the place where Mrs. Public and her family obtain pleasure as well as satisfaction in visiting.

Mr. and Mrs. Fred Robertson, of Spartanburg, have recently moved to Charlotte and are making their home in the Selwyn Apartments. Mr. Robertson is Charlotte representative for Wyeth, Inc.

Johnny Bennick, an official of Scott Drug Company, and popular in Shrine circles in North Carolina was elevated to Chief Rabban for the Oasis Temple of Western North Carolina on January 15th.

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ICE CREAM**

Raleigh, North Carolina



Attention: Class of '43

Mrs. Marsha Hood Brewer of the Brewer Drug Company, Pink Hill, North Carolina, is interested in arranging a reunion of the Pharmacy Class of '43 in Chapel Hill this spring. Other members of the Class similarly interested are asked to communicate with Mrs. Brewer in order that plans may be formulated.

Junior Jury

In Grandma's day, medicine was supposed to taste awful, and a kid learned early to hold his nose when he took it. Today, the idea is to make medicine as pleasant tasting as possible. One drug manufacturer submits new products to a "junior jury" for taste approval.

Results show that children have definite taste preferences (as any mother already knows) and aren't afraid to say so. Not always do juvenile taste buds agree with adult preferences. Since pediatric preparations are made especially for youngsters Eli Lilly and Company, Indianapolis pharmaceutical maker, decided to give them a chance to choose flavors.

Margaret Secondino, who is in charge of taste-testing for the Lilly Market Research Division, says that the kids seem to respond well to her white uniform, perhaps because it makes her look sort of "official." To assure that children get no harmful reaction, only certain types of medicines are tested. All samples to be tested are displayed in opaque red flasks so that the youngster won't be influenced by a favorite color. Each "expert" rinses his mouth with water before sampling. After he indicates his choice, his reward is a balloon or bubble gum.

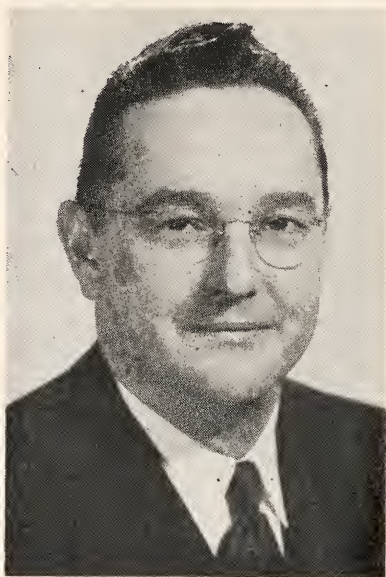
The small-fry panel has included children as young as two and as old as sixteen. Results seem to be best, however, in the five-to-eleven bracket. Miss Secondino, who also tests adult taste preferences, says: "I love working with the little folks, but I still have trouble when they start asking for seconds."

Maguire Elected Vice-President Fine Product Corporation

Fine Products Corporation, manufacturers of Nunnally's and Hollingsworth's candies, announces the recent election of Samuel O. Maguire, Jr., as vice-president of that company. Mr. Maguire has been sales manager of the Nunnally's chocolate division of Fine Products Corporation since 1948.

Mr. Maguire's progress with the company has been continual since his coming directly from the University of North Carolina with the company in 1935. He was the Nunnally representative in Georgia from 1936 until 1948 during which time he served as president of the Traveling Men's Auxiliary of the Georgia Pharmaceutical Association. After this he became sales manager and served in that capacity until his election as a vice-president of the company.

Mr. Maguire married Miss Harriet Edwards Fiske and has two sons, Samuel III, age 13, and Billy age 9. He is the immediate past president of the Georgia State Exchange Club and served as president of the Augusta Exchange Club in 1950. At the present time he is also serving as chairman of the Official Board of St. John Methodist Church, of Augusta, Georgia. Mr. Maguire was formerly from Elkin, N. C.



SAMUEL O. MAGUIRE, JR.

Hancock Portrait

A portrait of the late Franklin Wills Hancock of Oxford will be formally presented to the State Board of Pharmacy during the 1953 NCPA Convention, Pinehurst, May 24-26. A gift of the Hancock family of Oxford, the portrait will hang in the offices of the Board of Pharmacy, Institute of Pharmacy Building, Chapel Hill.

As a living memorial to his many years of service, the Frank W. Hancock Memorial was established several years ago as a part of the N. C. Pharmaceutical Research Foundation.

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WHAT THE CLUBS ARE DOING —

Taylor to Head Wayne Club

Formal organization of the Wayne County Drug Club was completed on January 21 when pharmacists from throughout the county met in Goldsboro to adopt a constitution and by-laws.

Herbert Taylor of Bunch's Drug Store, Goldsboro, was elected president of the Club for the coming year. Serving with him will be A. M. Hicks of Pikeville, vice-president, and Shelton Boyd of Mount Olive, secretary-treasurer.

Operation of the Club will be under the direction of a board of directors consisting of five pharmacists—the three officers plus two elected members: Wilson Lewis of Mount Olive and John E. F. Hicks of Goldsboro.

Meetings will be held monthly on the third Wednesday at 1 o'clock. While it is anticipated most of the meetings will be held in Goldsboro, due to its central location in the county, Fremont, Mount Olive and other towns in the area will share in the Club's activities.

The Club arranged for proper representation in Raleigh on all legislative matters of interest to the profession.

Greensboro Club Endorses Bill

A resolution favoring the introduction of the Proposed Pharmacy Bill was unanimously adopted by members of The Greensboro Drug Club on January 15th. Meeting at the Mayfair Cafeteria in Greensboro, the meeting was attended by about 30 members of the organization.

Officers of the Club were instructed to convey the club's official endorsement of the Bill to the legislative representatives of Guilford County at the appropriate time.

Dean E. A. Brecht and Al Jowdy of the School of Pharmacy were present as out-of-town guests. David D. Claytor, president, presided during the business session.

WNC Club Favors Pharmacy Revision

Miss Ruth E. Agnew, Secretary of the Western North Carolina Drug Club, has written Senator Zebulon Weaver, Jr. and the three Representatives from Buncombe County the following letter: "As Secretary of the Western North Carolina Drug Club, Inc., I have been instructed to inform you of a resolution adopted at our January 9th meeting. It reads as follows: 'Resolve that the Western North Carolina Drug Club approve the revision of the Pharmacy Laws and so inform our legislative representatives.' Knowing this resolution will receive your careful consideration, I am." /s/Ruth E. Agnew, Secretary.

Northeastern Club Meets in Greenville

Members of the Northeastern N. C. Drug Club, meeting in Greenville on January 28, were brought up-to-date on The Harrison Act by B. M. Martin, District Supervisor of the Bureau of Narcotics, Baltimore. Mr. Martin supplemented his remarks with a film made by agents of the Bureau.

A board of directors, consisting of one pharmacist from each of the counties making up the Club's membership area, was set up. W. B. Gurley of Windsor and Joe Tunstall of Washington were designated members of the Club's legislative committee.

Next meeting of the Club will be in Washington the second Wednesday in March. The wives of the members will be guests of the Club members.

W. T. Atkinson, Bureau Agent stationed in Greensboro, accompanied Mr. Martin to the meeting. Local arrangements were handled by Jarvis Alligood of Biggs Drug Store.

(Continued on Page 83)

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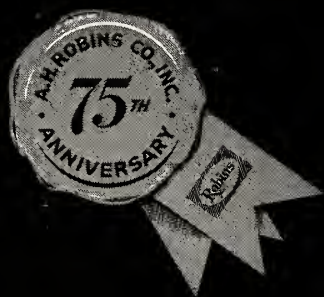
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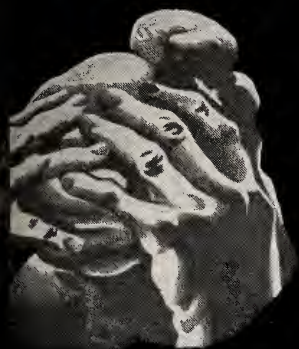


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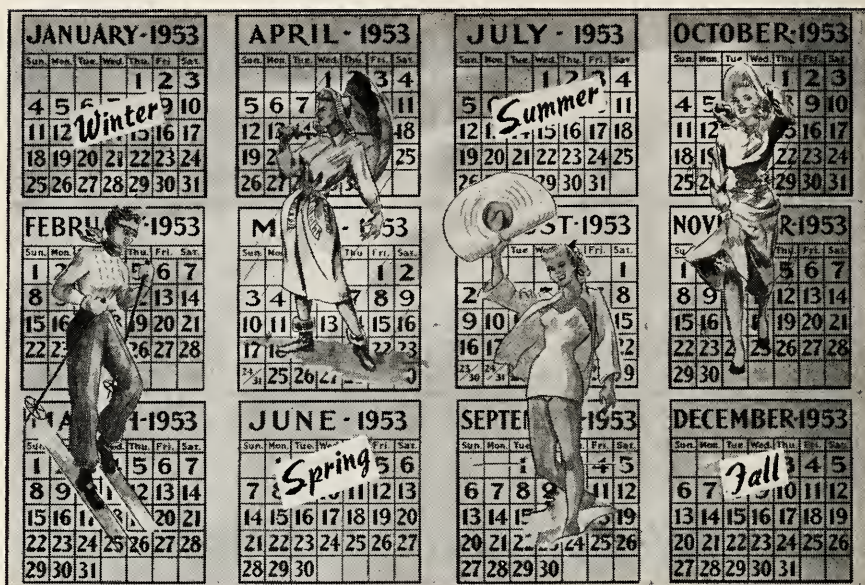
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The NCPA Course in Retail Credit and Collections

By PLASCO G. MOORE

LESSON TWO—THE CREDIT INTERVIEW

How to Start the Credit Interview

Don't let anyone tell you that the credit interview is difficult. It simply is the act of getting information from your applicant on which to justify the opening of a credit account. Actually, you might conduct the interview at the cigar counter or at the fountain or at the wrapping counter. But not many customers would appreciate your questioning them in such public places. The first safeguard, therefore, in conducting successful credit interviews is to provide a place, if not private, one which is semi-private—a place where you can ask the customer the questions required on the application form.

Actually, the credit interview is a dignified and common procedure to follow before opening a credit account. Your customers are accustomed to this procedure. They subjected themselves to it when applying for credit to buy their furniture. They filled out a credit application form when they decided to purchase their automobile—they, more than likely, went through this formality when they opened an account at the leading department store in your city. It is a common pro-

cedure. Therefore, do not apologize for it.

If you have a good account identification system, you or your employees will know whether or not your customers have a credit account at your store. As was pointed out in lesson one, if you think the customer does not have a credit account at your store, you might well ask, "In what name is your account listed?", or "Do you have an account with us, Mrs. Doe?" Usually, one or the other of these questions will provide you with a revealing answer. If there is still doubt, just go to your ledger or to your card index file and make a quick check before writing the charge sales slip.

If you are in the credit business, naturally, you will want all the *good* credit business you can get. Therefore, it is not necessary to "view with alarm" the customer who asks for credit. He *may* be an excellent credit risk, or he *may not* be a good one. You don't know the correct answer yet, so be positive (not negative) right from the start. In other words, *assume* that the applicant is good until until information to the contrary proves him to

What Do You Know About Conducting The Credit Interview?

Try Your Hand at Answering These Questions

1. Should the credit interview be conducted at the wrapping counter or in a more private location?
2. Is it well to apologize to your customer for having to question him while conducting the credit interview?
3. Name two ways in which you can "break the ice" and cause your credit applicant to feel at ease.
4. What can you say when a credit applicant says he does not wish to submit to the credit interview?
5. In opening a drug store account, why is it always well to know if members of the family other than the applicant should be permitted to use it?
6. After the interview has been completed, should credit be extended before the credit investigation has been made?

be unsatisfactory.

Therefore, your standard statement in case your customer does not have an account at your store might be: "Our policy does not permit us to charge this merchandise, Mrs. Doe, unless you have an account at our store, but we shall be glad to open an account for you—just step this way, please."

How to Make the New Credit Applicant Feel at Ease

After you have led the applicant to the place where you wish to conduct the credit interview, *make him feel at ease*. A first step would be to ask him to have a seat (if you have provided for him a place to sit). If you wish him to stand, simply say, "Just a moment, Mr. Doe, and I will be with you." Then you reach for your credit application form. After you have procured it, you might appropriately ask him: "What is your full name, please, Mr. Doe?", or, "In what name do you wish your account to be listed, please?" After this, your next question would probably be that concerning the applicant's address—the place where the applicant resides. At this point, and after your applicant has answered your question, it is well to break the formality: You might add, "Oh, yes, you live in that new addition called West Park, don't you—how do you like it out in that area?" Or just say *anything* off the record—anything to cause the applicant to feel at ease.

After you have learned your applicant's name, repeat it many times during the interview. It has been said that a person, hearing his own name called, thinks it is the sweetest music in the world. So repeat it many times. Hearing their name called is "magic" to most customers. It helps to deformatize the interview and that is one of your real aims.

If you wish to make the applicant *feel at ease*, do not race through the interview. Take your time. Take time to look directly at the applicant, take time to smile—take time to be human and friendly. If the applicant wants to talk—let him talk. This makes him feel as if you are interested in HIM. But try to be interested in what

he has to say. In other words, show a personal interest in the applicant. Who knows, he might turn out to be one of your most valued credit customers.

What to Do When the Applicant Does Not Desire to Submit to the Credit Interview

If you have an applicant who does not wish to make a statement, or who does not wish to submit to the credit interview, either one or two situations exist: (1) The applicant's credit record is poor, or (2) He is not familiar with modern consumer credit transactions. If the former is true you would not want him as a credit customer anyway. If an applicant's credit rating is poor—if he has not been in the habit of paying others, why should you expect he will pay you? If the latter is the case, it is up to you to "sell" him on the idea of the credit interview. A statement such as this might turn the tide: "Mrs. Jones, it is our policy to fill out a credit application form on each new credit customer—it will only take a moment, and we will be glad to do it. If that doesn't work, then you might say, 'Mrs. Doe, we will be delighted to have you as a credit customer. In order to open your account we merely wish to have a brief statement from you.'"

How to Ask Personal Questions Tactfully

When the interview is underway, be specific and thorough in the answers you record, but be tactful in the manner in which you ask the questions. Some questions which might irritate the applicant are: (1) The *age* of the applicant. In this case, it is not necessary always to be too specific. But, for possible future identification purposes, you might need to know the approximate age of your customer. So you could well *estimate the age* and not miss it to a great degree.

Another personal question which is often difficult to ask is that concerning family income. It would be crude to ask, "How much do you make per month?" It would be better to say, "Mrs. Doe, could you estimate the approximate amount of your husband's salary per month?" She probably will not object to a question so

worded, but if she does you might say, "I realize this is a personal question, Mrs. Doe, but the information you give us is very confidential and of course we would not divulge confidential information. This question is a common one which is generally asked when any of us are applying for credit at most any business establishment."

Asking for Trade References

Information about trade references of your applicant is one of the most important questions you can ask him. Whether or not you are to accept him as a credit customer may depend on how he has taken care of his obligations with other merchants of your city. One of the best ways to ask this question is: "Now, Mrs. Doe, could you please give us the names of about three firms in our city where you have charge accounts?" If the applicant is a newcomer to your city, his credit record may be filed in the city where he formerly resided. In this case, you should ask him to give you names of places where he had charge accounts in that city.

Closing the Interview

One question which could well be asked at the close of the interview is: "Mrs. Doe, do you wish to authorize other members of your family to charge purchases to your account—if you do, may we have their names, please"? If other members of the family are to charge to her account, you should have their names in order to avoid possible misunderstanding at a later date.

When you have closed the interview, you are then ready for the *credit investigation*. Whether or not you wish to investigate the applicant's credit record now or later will depend on one factor: Is this first purchase *small* or is it *large*. If it is for only a small amount, you may elect to "take a chance" on this first purchase without immediate investigation, knowing that the information you want can be secured in a matter of hours after the customer has left your store. In this case you could say, "Thank you very much, Mrs. Doe, for giving us this information. It will help us to open your account more promptly. We can clear this information with our credit bureau in two or three days and when your

account has been approved, we shall write you." Your applicant takes the merchandise and leaves. If you have properly conducted the interview, she will be impressed with the courteous and businesslike manner of your store and she may buy *all* of her merchandise at your store for years to come.

If, however, the purchase she has made is large and you elect to make the investigation before the merchandise leaves your store, you could say, "Now, Mrs. Doe, we are members of the Blankville Credit Bureau (or Blankville Retail Merchants Association), and it is our policy to clear all credit information through them before an account is opened. If you can spare a few more minutes, we will see if we can approve your application right now. If you will excuse me for just a minute, please, I will contact the credit bureau office now."

When you have excused yourself, you go to your telephone, call the credit bureau office and then you are ready for the credit investigation.

Next Month—The Credit Investigation

Don't miss lesson number three next month. The credit investigation is an important third step in the credit transaction. The information you have obtained from the applicant may not be of much value to you unless you have a check on the accuracy of it. Therefore, the credit investigation is of vital importance.

1. How to call information into your credit bureau.
2. What you need to know about credit bureau records.
3. How to use and analyze the information you obtain.

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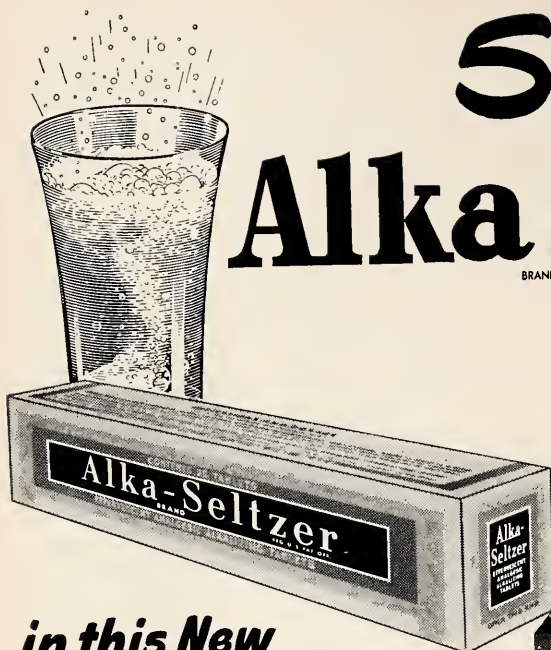
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Lilly Wins Schwegmann Case

The first round of the Lilly vs. Schwegmann fair-trade case has been decided in favor of Eli Lilly and Company. On January 13, New Orleans Federal District Judge J. Skelly Wright ruled in favor of Lilly, entitling the company to a permanent injunction prohibiting Schwegmann from selling Lilly products at less than fair-trade minimums.

In reviewing the case, Judge Wright said: "Defendants, admitting sales in violation of the [Louisiana Fair-Trade] act, challenge its constitutionality as well as the constitutionality of the McGuire Act" The court rejects the contention that these acts were unconstitutional. The ruling was based on a prior Supreme Court decision in the *Old Dearborn* case which upholds a manufacturer's right to protect the good will of a trade-marked product by means of an established retail price.

Discussing the need for the injunction, the court's opinion said: "On the surface it would appear that the plaintiff should benefit rather than suffer from defendants' price-cutting. Certainly more of its products would be sold. However, on closer analysis it becomes apparent that the plaintiff actually will suffer unless protected by injunction. The affidavits in evidence taken from retail druggists show that unless the fair-trade price on plaintiff's products is protected, the retail druggists will stop selling plaintiff's products and favor products of plaintiff's competitors."

Schwegmann's argument, citing the 1951 Supreme Court decision involving Schwegmann, had questioned whether the protection of a product's good will was an adequate basis for sustaining the validity of fair-trade legislation. Judge Wright's opinion points out that ". . . there is nothing in that case, even by dicta, which indicates that the Supreme Court has receded from its position, outlined in *Old Dearborn*, that good will is a property right which is properly protected by price restrictions fixed pursuant to state fair-trade acts."

Commenting on the decision, H. A. Kimbriel, Lilly marketing vice-president, said: "Naturally, we are gratified by the court's decision. It refutes Schwegmann's defense on constitutional grounds and upholds the validity of the state and national fair-trade laws."

Advertising is the backbone of the CAROLINA JOURNAL OF PHARMACY. Without it, we would have a mimeographed sheet instead of this publication. All other things being equal, prove your appreciation by making purchases from representatives of Companies Advertising in the JOURNAL.

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SPARTANBURG, S. C.

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Owned and Operated by Registered Pharmacists**

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TO
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PROFITS**

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BEST QUALITY
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Pharmacy Wives Map Program

Officers and members of the recently organized Pharmacy Wives Association are shown on the opposite page. The picture was made in the lobby of the Institute of Pharmacy following the January 8th bi-monthly meeting of the Association.

Seated, left to right: Mrs. C. Barker Hargett, Historian, Washington; Mrs. Jack E. Silver, Publicity Chairman, Chapel Hill; Mrs. Billy R. Murray, Secretary, Chapel Hill; Mrs. W. Grover Creech, President, Chapel Hill; Mrs. Harry W. Timberlake, Treasurer, Chapel Hill; Mrs. Donald H. Bissette, Project Chairman, Kinston; Mrs. Thomas F. Kostic, Refreshment Chairman, Chapel Hill.

Standing, left to right: Mrs. Ira W. Rose, Chapel Hill; Mrs. Clarence F. Brown, High Point; Mrs. Robert P. Wolfe, Monroe; Mrs. F. C. Hammerness, Missoula, Montana; Mrs. Gus W. Hudson, Rockingham; Mrs. John Andrako, Chapel Hill; Mrs. James T. Moore, Lawrenceville, Illinois; Mrs. Lelon C. Dollar, Apex; Mrs. Charles Campbell, Maiden; Mrs. Clyde Duval, Murphy; Mrs. W. B. Ennett, Williamston; Mrs. W. A. Dawkins, Jr., Mt. Olive.

Major purpose of the Association is to enable the wives of the pharmacy student and faculty to engage in social activities and projects beneficial to the community and profession.

A constitution and by-laws has been prepared with formal adoption expected in the near future.

Mrs. James M. Darlington, president of the State Auxiliary, was guest speaker at the organization's February 5th meeting. Following Mrs. Darlington's address, a reception in her honor was held in the Institute.

News Briefs

Weak eye-sight has caused Floyd Jones to drop his medical studies. He returns to Pharmacy by accepting employment in Norfolk, Va., drug store.

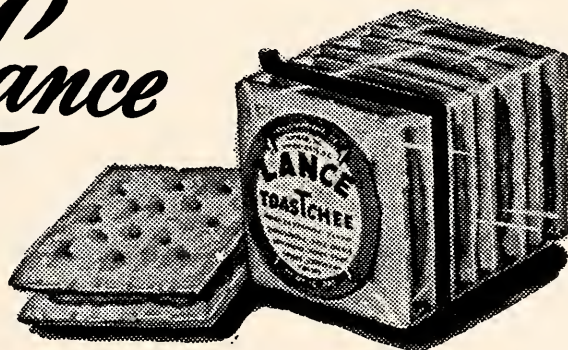
Oscar Smith returned to Pilot Mountain from a three weeks' vacation in Florida with glowing tales of the big fish hooked on the western coast of that state.



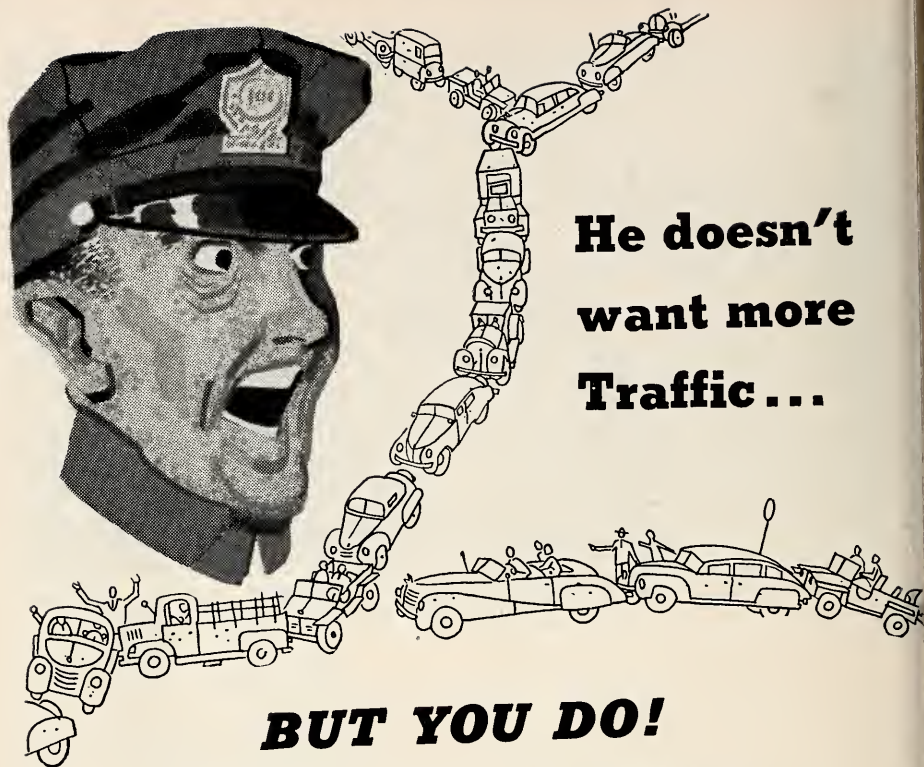
Members of the newly organized Pharmacy Wives Association of Chapel Hill are shown above.

ASK FOR

Lance



Peanut Butter
SANDWICHES



**He doesn't
want more
Traffic...**

BUT YOU DO!

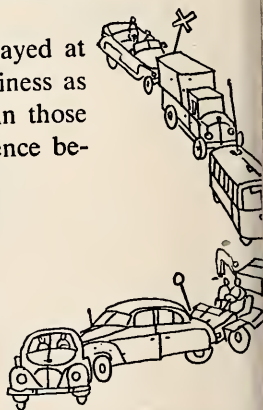
There are many ways to make customers beat a path to your door, and the successful druggist uses as many ways as he can adapt to his own circumstances.

One sure traffic builder is your soda fountain; and one proven way to make your soda fountain pay is to serve from it the South's favorite ice cream — Sealtest.

The name Sealtest — prominently displayed at your store—will attract soda fountain business as well as build store traffic . . . will bring in those extra customers that can mean the difference between *success* and *just doing business*.

Southern Dairies

**Sealtest
ICE CREAM**



Which Insulin Is Best?

BY JAMES FINLAY HART, M.D.

The pharmacist is well aware of the fact that insulin comes in different types. He has seen its progress from the original form, first introduced to the public in 1922 and now called regular insulin, to the latest variety, N. P. H. insulin, which became commercial in 1948. Altogether, there are five different kinds of insulin in use today for the treatment of diabetes. It is also generally known that combinations of several of these are in wide general use. It is not difficult to see that such a large assortment of insulins is confusing to the physician, the pharmacist, and the patient. Most specialists in diabetes feel that there are too many types in use and that sooner or later some must be eliminated.

In considering the values of the five varieties, it is best we divide them into fast, intermediate, and slow-acting categories. The fast-acting group consists of two forms, the regular and the crystalline. For all practical purposes, these two insulins can be considered as one and are therefore interchangeable. The intermediate group contains three varieties; the widely used 2:1 mixture, composed of two parts of regular and one part of protamine zinc insulin; Globin insulin; and the latest addition, N. P. H. insulin. The third group has only one type, Protamine Zinc Insulin.

It is generally accepted that fast-acting insulin begins its activity about twenty minutes after injection and lasts almost three hours. It is

used, today, largely in emergencies and complications and, as far as one can see, it will remain a standard form of insulin to be used under such circumstances.

We are well aware that the slow-acting protamine zinc insulin has, in addition, a prolonged action. The blood sugar shows little or no change until five hours after the injection, but it continues to react for somewhat over twenty-four hours. With the intermediates mentioned, the action is slower than the regular insulin but faster than PZI, while they all work through most of the night.

In the opinion of many of those familiar with these different types, the ideal form has not yet been discovered, and such a discovery seems to be a considerable distance off. Progress has been consistent, however, with first, the discovery of protamine zinc insulin, and, later, with the different intermediates.

It is quite well established that only about 50% of diabetics require insulin. It is also quite recognized that about half of these require less than 40 units, are stable, and offer no problems. The remaining 25%, taking over 40 units a day, may or may not be troublesome. The higher the dosage, the more frequent the difficulties. About 2 to 3% of cases are known as labile, or unstable, and are impossible to balance satisfactorily by any of our present regimens.

Most of those treating diabetes agree that one injection a day of any type of insulin is satisfactory in the

(Continued on Page 78)

INSULIN

Elsie says —

**Try Borden's
New Ice Creams!**



“Borden's large variety of flavors and special items sells itself.”



cases taking less than 25 units in 24 hours. After that, dietary adjustments, multiple injections, or the intermediate insulins become necessary. Many find, however, that PZI is quite satisfactory in one dose up to 40 or 45 units, provided breakfasts, and, perhaps, lunches are low in carbohydrates.

In the severe cases it may be necessary to use multiple injections, but they are avoided as much as possible, the intermediates being able to supplant them, at times, with only one injection.

We may now consider the intermediate insulins in the order of their appearance.

A short while after its introduction in 1936, it was noted that PZI had certain weaknesses. It was too slow-acting in the severe cases to take care of the breakfast and lunch carbohydrates. Additional injections of regular insulin were then given before breakfast and, sometimes, before supper. This meant a continuation of multiple doses. Lawrence introduced the method of drawing the two insulins into the syringe without mixing them. While this was a step forward, it was much too complex for the average patient.

Following this, many mixtures were introduced, and finally the 2:1 formula of Colwell gave the best results. This took care of the day's carbohydrates and acted throughout the night in many cases. It has since become a very popular combination. Its main weakness is that it is not stable for any length of time but has to be freshly mixed at every injection.

Reiner and others reported Globin insulin in 1939. This is a stable type that requires only one injection in a very large number of cases. It takes moderately good care of breakfast; it is at its highest peak after eight hours, and continues to act for sixteen to eighteen hours. Mild shocks are not uncommon at four or five in the afternoon. Its main weakness is that it fails to work throughout the night and so may allow prebreakfast glycosuria. It is generally held to be less valuable than the 2:1 mixture in severe cases.

The latest intermediate insulin, N. P. H., was perfected by Hagedorn in 1946. Since that time much experimental and clinical investigation has been carried out with very satisfactory reports. Today it is widely held to be the most valuable of the different types of insulin, being con-

sidered by many as meeting the requirements of the greatest number of patients.

The term **crystalline PZI** is sometimes used for N. P. H. because it is a buffered suspension of PZI crystals. It is a neutral suspension of uniform crystals of insulin, protamine, and zinc, chemically combined. It has a low protamine content, compared with PZI. It contains no excess free protamine and is fairly constant in its protamine content. It is a cloudy, insoluble insulin like PZI, and may be considered an improved modification of the same. It has a greater daytime action and a lesser night action than PZI.

There is no doubt that it is well adapted to the mild case and to some of the severe ones. It reaches its peak at eight hours and lasts something

(Continued on Page 81)

Scott Drug Company

*Wholesale and Manufacturing
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For sixty-eight years

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Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Honor Roll and Dean's List for the Fall Quarter of 1952

Dean E. A. Brecht of the UNC School of Pharmacy has announced the names of pharmacy students making the Dean's List (average 90 or better) and Honor Roll (average of 92.5 or better) for the Fall Quarter, 1952.

Twenty-seven of the students, representing 12½ per cent of the student body, received recognition for the high quality of their scholastic work.

Mrs. Don Hedrick Kepley of Denton, N. C., received the top honor by earning 2 A's and 1 B, 95.73.

The Honor Roll included: Junious F. Ferguson, Jr., Durham; Jerry Thomas Gaylord, Winterville; Don Hedrick Kepley, Denton; Waller Stephen Perrow, Bedford, Va.; William Paul Powell, Horse Shoe; William Louis Scarboro, Thomasville; William Darle Shouse, Rural Hall; Edith Woodman Trosper, Greensboro; Patsy Ruth Upchurch, Morrisville; William Potter Wells, Burgaw; Kenneth L. Wiggins, Goldsboro; Robert Gaines Wilson, Leakesville; Robert Payne Wolfe, Monroe; John Dee Wood, Wilmington.

The Dean's List also included: Charles Donald Blanton, Kings Mountain; Thomas Reeves Burgiss, Sparta; Rowe Bogle Campbell, Taylorsville; Clarence Graham Fisher, Clinton; Christopher Barker Hargett, Chapel Hill; James Theodore Moore, Wilmington; Billy Roger Murray, Virgilina; Lione Parker Perkins, Jr., South Boston, Va. Billy Lee Price, Newton; Joanne Eileen Schell, Wilmington; Roy Cornelius Shepherd, Lexington; Joe Donald Stone, Dodson; Nancy May Woodard, Hamlet.

To Reopen Beach Store

Several parties from Rocky Mount plan to reopen the Seashore Drugs, Carolina Beach establishment operated a number of years by Guy Tripp. Mr. Tripp discontinued the business as a drug store when he opened his present store in Wilmington.

INSULIN

(Continued from Page 79)

ver 24 hours. In some severe labile cases it may be necessary to add extra regular insulin for a faster action. This can be readily done by introducing this directly into the same syringe with the N. P. H. insulin, without changing the character of either insulin.

According to most investigators, there is little difference in the action of the three intermediary insulins, if any it is in favor of the N. P. H. variety. At the present time, most of those that have made accurate comparisons state that one of the intermediates should be used in the severe cases.

In the final estimate, two generalities might be mentioned. First, serious effort should be made to con-

trol the overnight sugar, as any spill at this time is suggestive of abnormal endogenous metabolism, whereas, spills after meals are to be considered from an over-intake. The second general consideration is that no one type of insulin is successful in every case and so trials must be made to fit the insulin to the habits of the individual, both for diet and physical activities.

—Reprinted from *The Bronx Pharmacist*.

More in '53

You will profit by reading the booklet, "Here's How the Druggist Can Make More Money in 1953," which is currently being distributed in the State by some members of the National Wholesale Druggists' Association. As pointed out in the booklet, your biggest chance for increased profits is to raise your average sale—by trading-up and selling companion merchandise.

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Pyridoxine HCl (B6) 10 mg. Tablets

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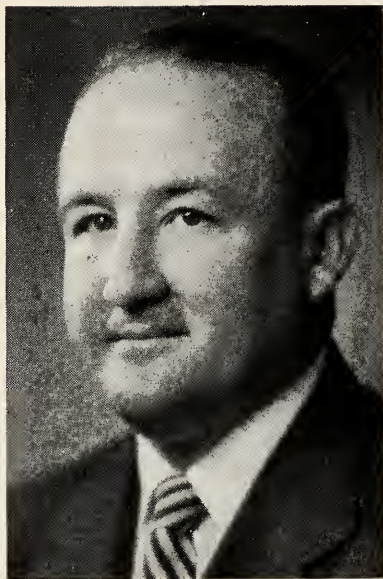
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WEST DURHAM, NORTH CAROLINA

Culbreth Promoted by Robins

FRED M. CULBRETH

Fred M. Culbreth has been made southern division manager of the A. H. Robins Co. Inc., Richmond, Va., and will establish headquarters at Atlanta, Ga., it is announced by E. Claiborne Robins, company president.

Mr. Culbreth has been a Robins medical service representative since 1946, with North Carolina territory in the company's Virginia sales division. He received an award as "outstanding salesman of 1951" from the Sales Executive Club, Richmond, Va., branch.

The new southern division manager was born in Raeford, N. C. He attended the University of North Carolina and was in the retail drug business, in Hamlet, N. C. and elsewhere, for a number of years. Mr. Culbreth is married and has three children and is active in civic and church affairs.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods

We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily



"IT'S FAMOUS

because

IT'S GOOD"

Flu Vaccine Supply Dwindles

Demand for influenza vaccine has reached unprecedented proportions, dwindling reserve supplies to their lowest level since the flu outbreak of 1947, Parke, Davis & Company said recently.

The company, one of the world's largest producers of flu vaccine, said that stocks which ordinarily would not be used until December of this year already have been sold. Present demand is at least 10 times greater than in normal or non-epidemic times.

The Parke-Davis reserve supply stood today at about 100,000 doses in concentrated form. Current production rates, however, are keeping pace with the demand so far.

Production is being increased to build up the depleted supply, but because of the time required to grow flu vaccine in inoculated eggs, it probably will be at least 30 days before boosted output is felt.

Parke-Davis scientists, working with a virus obtained from the location of the epidemic's first outbreak at Fort Leonard Wood, Mo., identified it as a new strain but one of the thousands of type A influenza viruses. It is very closely related to the strain which caused an epidemic in London, England, in 1951 and is close to those which caused outbreaks in the U. S. in 1950 and 1947.

Both the World Health Organization and the U. S. Public Health Service have stated that adequate coverage should be afforded by the A prime components of the present

vaccine against the viruses isolated at Fort Leonard Wood.

Screening of "Inside Sharp & Dohme" Tops D-O Club Meet

A film—"Inside Sharp & Dohme"—shown by representatives of that pharmaceutical firm, was the highlight of the January 28 meeting of the Durham-Orange Drug Club.

Held at Hartman's, the House of Fine Foods, just outside the city limits of Durham, the meeting was attended by about 30 members of the organization from Durham and Chapel Hill.

A sample 5-minute radio program, which WDNC offers for sponsorship in the local area, was presented. A survey will be conducted among member stores to determine if sufficient interest exists to justify contracting for the programs.

Arrangements for the January meeting were handled by J. K. McCoy of The Prescription Shop. John Pickard, president of the Club, presided during the business session.

Narcotics Recovered

William Clarence Brown of High Point was recently arrested for the theft of a quantity of narcotics from the Koonts-McGhee Drug Store.

At the time of his arrest, Brown was on his way to a nearby woods to hide his loot "where it would be available."

Brown admitted to breaking into the Carolina Finance Company, next door to the drug store, through a skylight on the roof. He told police he mistook it for the drug store.



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP **KK**
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

DOINGS OF THE AUXILIARIES

Charlotte Auxiliary

MRS. FLOYD JOHNSON, *Cor. Secretary*

The Charlotte Women's Druggist Auxiliary held their January luncheon meeting at the Y.W.C.A.'s private dining room Tuesday, January 13, at twelve thirty. Meetings for the remainder of the year will be held at the "Y" instead of Efirds since their dining areas are being remodeled. Our President, Mrs. Robert Lee White, presided at the meeting and Mrs. H. G. Blackmon gave the invocation. Lovely flame colored gladiolus with white mums and carnations formed a huge centerpiece for the speakers' table.

After luncheon, Mrs. White welcomed the guests of members who included Mrs. S. R. DeWitt with Mrs. J. P. Stowe; Mrs. W. V. M. Kinmore with Mrs. T. E. Whitehead and Mrs. Henry Whittle with Mrs. Robert White.

The guest speaker for the day, the well-known Gus Travis, was next introduced by Mrs. Clyde Lisk, Jr., who said the old phrase "he needs no introduction" certainly applied to our speaker for the day. He entertained the group with his hilarious stories concerning himself, his families and friends along the line of his daily column in *The Charlotte Observer*.

Mrs. White presented Mrs. L. G. Rogers, prominent Charlotte club worker, who is President of the Mental Hygiene Institute of Mecklenberg County. Mrs. Rogers gave us a clear picture of the purpose and work of this wonderful organization and told us of their work in connection with the North Carolina Alcoholic Rehabilitation Program.

A most worthy and outstanding civic project was then brought to our attention by Mr. John P. Kennedy, well-known Charlotte attorney, who is Vice-President of the Mecklenberg X-ray Survey, which began January 14th. Mr. Kennedy said eighteen units would be placed at strategic points about the city and county and the service absolutely free to everyone over the age of fifteen. Since tuberculosis is

still the number one killer in spite of the wonder drugs now available and the treatment offered, the only reason, he said, for fatalities is delay in discovering the disease. He urged us all to take advantage of this service, if not for ourselves, certainly for the protection of our family and friends.

The regular business meeting followed with Mrs. P. W. Kendall reading the minutes and Mrs. Victor Riggsbee, Treasurer giving her report. Mrs. T. E. Whitehead, our hospitality committee Chairman, reported on flowers and notes sent sick members. Everyone was so happy to hear through Mrs. Whitehead, from Mrs. T. N. Edwards, our Honorary Member, who has been ill.

The membership committee was especially congratulated on their wonderful work in getting a record number of new members this year and Mrs. Johnny Bennick, Chairman, said they plan to bring in many more.

The Auxiliary was reminded of our chief money-raising project, the benefit Bridge and Canasta party, to be held February 17th at Efirds at twelve thirty. Each year this has been an outstanding event for the club and our Social Committee expects this one to be even bigger and better.

Door prizes were won by Mrs. T. F. Hawkins, Mrs. W. B. Hawfield and Mrs. Johnny Bennick. Our meeting was closed by the reading of the "Collect of Club Women of America."

News Notes

Mr. and Mrs. F. F. Potter were visitors to Jacksonville, Florida, during the Christmas holidays.

Friends are delighted to know Mrs. C. H. Smith is home again after spending several weeks at Presbyterian Hospital. Mrs. Smith is active in the Womans Club and her favorite project, the Childrens Theatre of Charlotte. She is a past President of the Charlotte Druggist Auxiliary and Mrs. Smith was President last year of the Charlotte Drug Travelers.

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for A. D. F. I.



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insure most of the drug stores
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Mr. Ralph M. Crosson,
South Carolina Agent
1812 Marion Street
Columbia 3, South Carolina

Greensboro Auxiliary

KATHERINE WHITELEY, Reporter

Greensboro Drug Club Auxiliary had one of its most delightful programs of the year when we met for luncheon at the Mayfair Cafeteria on January 27.

The speaker was Mr. Roger McDuffie, prominent Greensboro druggist. He gave a most interesting and enlightening talk in tracing pharmacy from its beginning up to and including the discovery of the "wonder drugs." His speech was of a serious nature yet livened with humorous anecdotes.

Mrs. A. A. Gwynn, president, welcomed a new member—Mrs. Lon Russell.

Mrs. E. S. White won the door prize presented by the hostesses, Mrs. J. T. Usher and Mrs. V. F. Smith.

Our program for February will be a speech by Mr. Charles W. Phillips, prominent Methodist layman and public relations director of Woman's College.

Variety Is the Key to Palatable 'Carbo-Resin' Therapy

New 'Carbo-Resin,' Unflavored, can be subtly hidden in the texture and flavor of many tasty items, such as fruit juices, cookies, and numerous desserts.

Patients will welcome this satisfying variety in their daily 'Carbo-Resin' doses. Directions for preparing many enticing foods containing the unflavored powder ap-

pear in a recipe booklet now being distributed to physicians.

'Carbo-Resin' is indicated in heart failure, cirrhosis of the liver, edema of pregnancy, and hypertension whenever low-sodium diets are indicated.

Our stocks are complete. For quick, competent service, send your orders to us.

The Peabody Drug Company
Durham, North Carolina



Suspended in
orange juice



Baked into brownies
or cookies



Blended into
gelatin dessert

POWDER

Carbo-Resin

(CARBACRYLAMINE RESINS, LILLY)

Supplied in two forms—flavored and unflavored. Only 'Carbo-Resin,' Unflavored, is suitable for incorporation into recipes.

HOWELL HALL HAPPENINGS

A memorial testimonial to Professor I. W. Rose was published in the December issue of the *Journal of the Elisha Mitchell Scientific Society* featuring a full-page photograph. A limited number of reprints have been obtained and are available upon request.

The December drive for funds by the North Carolina Pharmaceutical Research Foundation was most pleasing in respect to size of contributions but disappointing in respect to the small number.

The Greensboro Drug Club has given funds to the School of Pharmacy for the purchase of a comfortable leather-covered upholstered chair to be placed in the library near the periodicals to encourage greater use of the most up-to-date form of information.

Dr. Walter H. Hartung was thrilled during the Christmas holidays by receiving a copy of the Spanish translation of his text book "Química Medica Farmaceutica" by Jenkins and Hartung. It was published in Barcelona, dated 1952.

Small groups of students of the dispensing class, taught by Mr. A. W. Jowdy, have been responsible for making professional displays every two weeks. Three of the recent displays have featured Hypodermics; Elastic Bandages and Supports; and Home Medicine Chests.

When questioned recently about playing golf, Frank G. Brooks, Jr. of Siler City, said that he has not had much time for it recently but admitted that he had won the University Tournament and the tournament at Sedgefield. At the latter tournament he was four under par for the 74 holes.

John Gresham, '51, Wilson, visited the School of Pharmacy after completing 8 weeks each of basic training and Army clerical procedure in the U. S. Army and was now being transferred to Indiana for Stenographer's School.

Mr. J. E. Turlington, '16, Lumberton, was a recent visitor at the School with Mrs. Turlington and Mr. Mac Johnson. He mentioned that there was an excellent attend-

ance at the inauguration of Governor William Umstead by the members of the class of 1916 with 71 members out of 120 present for the ceremony. Other pharmacists present were Roger A. McDuffie of Greensboro and Byron Butler of Clinton.

Mrs. Marsha Hood Brewer of Pink Hill was a recent visitor to interview members of the graduating class for a position at her pharmacy after June.

William A. Stanton, third year student from New Bern, is the proud father of a girl born on January 18. He is now the father of three girls and one boy.

The faculty and graduate students of the pharmacy have resumed their weekly game of Volleyball at Woollen Gym played from 4:30 to 6:00 p.m. each Friday.

Student Branches

Reported by JACQUELINE O'NEAL

The January meeting featured a program given in the form of a play entitled "The Revolution" by the girls of Kappa Epsilon.

Kappa Psi

Reported by WALLER STEPHEN PERROW

Beta Xi Chapter of Kappa Psi Fraternity celebrated its Pledge Weekend with formal dance and Banquet January 10th at Chapel Hill Country Club. U.N.C. Director of Admissions Roy Armstrong was guest speaker at the banquet, which immediately preceded the dance. Dance music was furnished by Buddy Klein and his State men. Foliage studded with white candles decorated mantles of the club room, and red carnations were arranged on each table. Favors of miniature beer mugs were presented to the fraternity's sixteen pledged Participants in the Figure were: Steve Perrow, Bedford, Va., Pledge President with Ann Ritch, Charlotte; Bobby Matthews, Morehead City, Vice-President Pledge Class with Joyce Mitchiner Henderson; Jim Knight, Sec.-Treas. Pledge Class, of Columbia, with Marianna Walker Raleigh; James W. Anderson, Durham, with Margaret Thompson, Wilmington; Bill Coleman, Burlington, with Deane Stadler.

Burlington; Steve Roberts, Marshall, with Woody Trosper, Greensboro; John Mills, Cliffside, with Barbara Sparks, Cliffside; Roy C. Shepherd, Lexington, with Joanne Ripple, Draper; David Hix, Marshville, with Viola Casey, Lexington; Wayne Polk, Marshville, with Doris Thomas, Marshville; Wiley Harrell, Virginia Beach, Va., with Anne Turlington, Dunn; Don Raper, Lufkin, with Lois Barefoot, Benson; Hal Paderick, Kinston, with Mrs. Paderick; Walter Saunders, Thomasville, with Barbara Adams, Murphy; and Russell Mitchell, Roseboro, with Anita Anderson, Wilmington. Following the dance, breakfast was served at the Kappa Psi house. Chaparones for the evening were Dr. and Mrs. Hartung, Dr. Fred Semeniuk, Mr. and Mrs. Francis C. Hammerness, Miss Alice Noble, and Mr. John Andrako.

On January 21st, Kappa Psi initiated eleven persons with the third degree. They were: Lionel Perkins, South Boston, Va.; Wiley Harrell, Virginia Beach, Va.; Wayne Polk, Marshville; John Mills, Cliffside; Roy Shepherd, Lexington; Jim Knight, Columbia; and David Hix, Harmony.

On January 13th, Kappa Psi held its first pledging smoker for the Winter Quarter. The following men were pledged: Johnny Andrews and Stuart Rollins, both of Winston-Salem; Grey Dixon of Davis; Percy Umphlett of Elizabeth City; John Harringer of Carthage; Carl Baber of Mount Airy; and L. B. Doyle of Roanoke Rapids.

Phi Delta Chi

Reported by WILLIAM HARRY PATTON

Phi Delta Chi initiated five new members on January 12. They were: William A. Hawkins, Mount Olive; Stephen Morris, Four Oaks; Billy L. Price, Newton; Raymond Ammons, Red Springs; and Earl H. Villiford, Kannapolis.

The following Monday night a smoker was held. Wiltshire Griffith and Jack Silvers were pledged.

Plans for the annual "Fraternity Weekend" are being made for the last weekend in February. All brothers and guests are cordially invited to attend.

Kappa Epsilon

Reported by FRED A. M. HOBOWSKY

On January 19 the Lambda Chapter of Kappa Epsilon gave its annual N.C.P.A. program. It was a play called "The Revolution" telling about women in retail pharmacy.

Four girls were made pledges on January 21: Barbara Adams, Murphy; Nancy Woodard, Hamlet; Barbara Gilliam, Sanford; and Joanne Schell, Wilmington. After the pledging ceremony there was a social.

Graduate Seminar

Reported by WILLIAM D. CASH

Recent seminars have included: Sulfur Metabolism by Dr. James C. Andrews, Chairman of the Biochemistry Department in the School of Medicine; Paul Ehrlich and Chemotherapy by Kenneth L. Hoy; History and Development of the Antimalarials by A. W. Jowdy; Medical Abstracts and Indices by Miss Myrl Ebert, Chief Librarian of the Division of Health Affairs; History of the Sulfonamides by William D. Cash.

Can They Understand Your Letters?

When people read your letters, do they know what you want to tell them? When a Kentucky mountaineer got this letter from an insurance company, how much of it meant anything to him?

"Surrender of the policy is permissible only within the days attendant the grace period on compliance with the citation relevant options accruing to the policy. We are estopped from acquiescing to a surrender prior to the policy's anniversary date. We are confident that an investigation relevant to the incorporation of this feature will substantiate that the policy is not at variance with policies of other companies."

Here is the mountaineer's reply:

"Dear Mister:

I'm sorry, but I don't understand your letter. If you will explain what you mean, I'll try to do what you want.

Yours truly."

Which writer did a better job of making his thoughts clear to the reader?

LIGHT STUFF

"The wisest men that ever you ken
Have never deemed it treason
To rest a bit—and jest a bit,
And balance up their reason;
To laugh a bit—and chaff a bit,
And joke a bit in season."

Logic

While urging her 6-year-old son to take vitamin pills, a mother suggested that the pills would make him grow up quickly.

"Oh, no," he replied. "If I grow up fast, I'll get older sooner and that means I'll have to die younger."

Shades of Superstition

Boston's famed Parker House offers a new service. Now available for use when only 13 guests are seated at a table is a dummy—named McTavish Finklestein.

Good Health

A friend of mine had taken her little poodle to a doctor who had found nothing wrong with it. She said, shortly after it died, "It is such a comfort to know the poor little thing died in good health."

Fo' and a Half

The parson may not have been a certified public accountant, but he had the answer needed to keep a family together when a colored boy came to him all agitated and excited and complained: "Pahson, jes fo' and a half mo's ago you married-up me and Mandy an' last night a little baby came to our house. Dat ain't right, am it?"

The parson mused a moment. "Rastus, boy, don' sho' your ignorance so much. Co'se it's right. Cain't you count? Hain't you been married fo' and a half mo's? Hain't Mandy been married fo' and a half mo's? Well, don't fo' and a half and fo' and a half make nine?"

Rastus broke out in a big grin. "Lawsy, Pahson, I sho' am glad I came to see you."

Signs of the Times

It is our understanding some doctors make their fortunes out of the "stork market."

The Bug Letter

One of our pharmacists reports he recently stopped over night at a hotel that offered in addition to its sleeping accommodations a plentiful supply of bugs. Having been rather badly bitten by the bugs, he wrote to the hotel manager to complain.

Back came a reply. It was the first complaint the hotel had. Inquiry had failed to reveal any explanation for the unprecedented occurrence. Nevertheless, stringent precautions taken in the past would be redoubled in the future. Then out of the envelope fell a pink slip: "Send this guy the bug letter."

Expert

Hal Cornwell, Lincolnton pharmacist, reports one of his customers, in a talkative mood, was demonstrating his ability to catalog a man at sight as to occupation.

He had gone around a group of strangers near the soda fountain with considerable success. A lawyer here, a salesman on the left, a banker near the Coca-Cola dispenser, an editor by the cigar counter.

Finally, the self-announced expert's eyes fell on an interesting face, a little pale, slightly drawn, with a certain glassiness in the eyes. "Here," he said, "is a preacher—a Methodist preacher." A moment's hush, and then the answer, softly spoken, "You got me wrong, brother, I'm no preacher; I just have stomach ulcers."

Apologies to Shakespeare

Put my name in the pot
Sister Smith,
Be it beans or sandwich
or just a myth,
We enjoy your hospitality
which is mighty nif,
We promise you some pills
and pellets before you
become a stiff.
—Roger McDuffie.

Are you ready for the Kachoo-o Season?



Your customers will turn to you—their family druggist—when they catch the common cold. See your Bodeker salesman now for everything they'll need to fight the sneeze and snuffle. Antihistamines—biologicals—cough drops—cough syrups—facial



Wholesale Drugs
since 1846

tissues—handkerchief tissues—nose drops—vaccines; check up and stock up today—and be ready for sales this Kachoo-o season.

The Bodeker Drug Co.

1408-1416 EAST MAIN STREET
RICHMOND 13, VIRGINIA

"More than 100 years of friendly and dependable service"

GET YOUR ORDER IN NOW FOR THE

No. 642 Kodak Verichrome Duo-Pak 1953 Assortment

Each Assortment Includes:

90—Kodak Verichrome Duo-Paks
(180 rolls of film)

Retail Value \$76.30

Per Duo-Pak

20—V127 Duo-Paks\$.77
20—V120 Duo-Paks87
50—V620 Duo-Paks87

1—Kodak Film Schedule
2—Duo-Pak Streamers
1—Post card which can be
returned to Kodak for a
window display and metal
film sign.

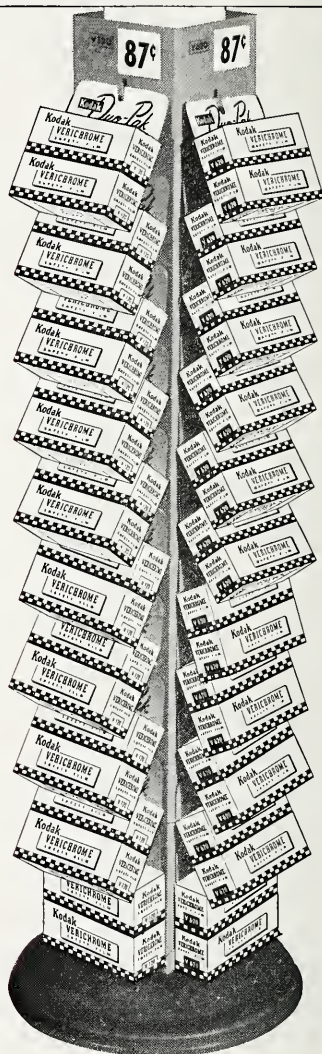
Plus the Kodak Duo-Pak
Dispenser shown here.

No
Extra
Charge

Prices inc. Fed. Tax

BUY **Kodak** FILM
IN THE *Duo-Pak*

... ONE ROLL FOR YOUR CAMERA
... ONE FOR A SPARE



W. H. KING DRUG COMPANY
"The House of Friendly & Dependable Service"
Raleigh, N. C.

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



PALS—Young Jeff Viall, son of Pharmacist and Mrs. Wesley R. Viall, Jr. of Pinehurst, and his dog. Photo by Hemmer, Pinehurst.

March, 1953

LXXIV **Number 3**

IN THIS ISSUE

- **Credit & Collections**
- **Convention Plans Underway**
- **UNC Pharmacy Graduates, 1953**

FOR THE PHYSICIAN WHO PREFERS

Aqueous Suspensions of Procaine Penicillin—G

In Rubber-Stoppered, Siliconed Ampoules

300,000 units per cc., in 1, 5, and 10-cc. ampoules.

In Handy Cartridges

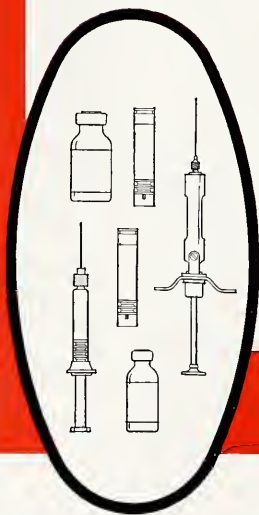
300,000 or 600,000 units per Cartrid.

In Sterile, Disposable Syringes

300,000 or 1,000,000 units in each syringe.

Quickly available at your favorite Lilly wholesaler.

*Eli Lilly and Company
Indianapolis 6, Indiana, U.S.A.*



*Easy to withdraw
Easy to inject
Easy to obtain*

AMPOULES

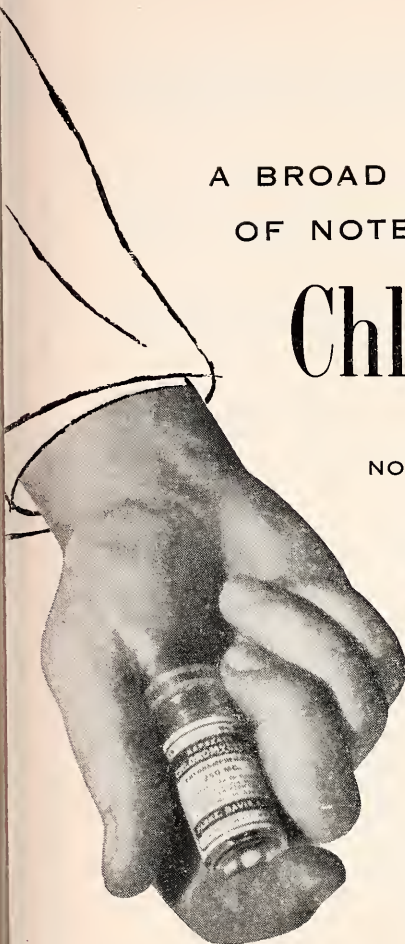
Duracillin A.S.

(PROCAINE PENICILLIN—G IN AQUEOUS SUSPENSION, LILLY)

A BROAD SPECTRUM ANTIBIOTIC
OF NOTEWORTHY ADVANTAGES

Chloromycetin®

NOTABLY EFFECTIVE, WELL TOLERATED



Physicians choose **CHLOROMYCETIN** (chloramphenicol, Parke-Davis) because it provides the effective, well tolerated, broad spectrum antibiotic therapy their patients need for rapid response, uninterrupted treatment, smooth convalescence, and early return to normal activities.

Hundreds of published studies and the clinical experience of thousands of physicians attest the benefits derived from **CHLOROMYCETIN** in the treatment of patients with a wide variety of bacterial, viral, and rickettsial disorders.

These reports emphasize exceptional tolerance as demonstrated by the infrequent occurrence of even mild signs and symptoms of gastrointestinal distress and other side effects.

Serious blood disorders following the use of **CHLOROMYCETIN** are rare. However, it is a potent therapeutic agent, and should not be used indiscriminately or for minor infections—and, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

PACKAGING

Chloromycetin Kapsels,® 250 mg., bottles of 16 and 100.

Chloromycetin Capsules, 100 mg., bottles of 25 and 100.

Chloromycetin Capsules, 50 mg., bottles of 25 and 100.

Pediatric Chloromycetin Palmitate, equivalent to 125 mg.

Chloromycetin per teaspoonful (4 cc.), 60-cc. bottles.

Chloromycetin Ophthalmic, 25 mg. dry powder for solution,

individual vials with droppers.

Chloromycetin Ophthalmic Ointment, 1%, ½-ounce collapsible tubes.

Chloromycetin Cream, 1%, 1-ounce collapsible tubes.

Ampoules Chloromycetin Solution, 2-cc. ampoules containing

250 mg. Chloromycetin in each cc., packages of 6.



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500% increase in Photo Finishing in only fourteen months time.

I. W. ROSE DRUG COMPANY

ESTABLISHED 1910

DRUGS - COSMETICS - PHOTOGRAPHIC SUPPLIES

PHONE 7111

ROCKY MOUNT, NORTH CAROLINA

May 15, 1951

Mr. J. S. Montgomery
Galeski Photo Center
2 South Eighth Street
Richmond, Virginia

Dear Mr. Montgomery:

This is being written to compliment you on the quality of your photo finishing.

You have had our account since March 1950, and our photo finishing volume has increased over five times.

We attribute this phenomenal increase to the superior quality of your work, plus the quick service rendered on returns. This of course means more satisfied customers and adds to the prestige of our photo department.

Congratulations for doing a swell job, keep up the good work.

Very truly yours,

(Signed) R. E. Fleming

I. W. Rose Drug Company

With the proper cooperation on your part we can do as much for you.

We serve more Drug Stores and Camera Shops in North Carolina than any other finishers.

Each day we develop more rolls. Each day we make more prints than any other plant in the South.

TOP QUALITY

POPULAR PRICES

FAST SERVICE

LIBERAL DISCOUNT



Through the addition of new equipment and trained employees, we are now able to announce that we are actively soliciting new business on an exclusive basis, from preferred accounts in each city or town.

For further information write, 'phone or wire

P. O. Box 658

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An Organization Built With You In Mind

- Success in the wholesale drug business is built with you in mind. It is only thru genuine personal interest in your welfare that Owens & Minor has gained its leadership.
- Our salesmen are chosen for their ability to serve you. To give you the best guidance possible. To keep you informed of the latest merchandising trends. To keep you posted on the newest products.
- Our customers have learned to depend on the O-M organization. They know it was built with their needs in mind. If you are not a customer of Owens & Minor, now is the time to start.



OWENS & MINOR DRUG CO., INC.

1000 E. CARY STREET
RICHMOND, VIRGINIA

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXXIV

MARCH, 1953

No. 3

General Assembly Considers Pharmacy Bills

At the end of the tenth week of the 1953 session of the General Assembly, three bills of major interest to Pharmacy have been introduced. One is law, the other two are still in committee.

The bill introduced by Rep. O'Herron of Mecklenburg relating to increase of pharmacists' annual renewal of license from \$5 to \$10 and drug store permit fee from \$10 to \$15 passed the House, 109 to 1, and the Senate unanimously. The increase will apply to licenses issued on or after Jan. 1, 1954.

Senate Bill 86, introduced by Senator Hundley of Thomasville and others, relating to the Uniform Narcotic Act, was referred to the Senate Health Committee.

NCPA Secretary Smith, appearing before the committee, objected to the section relating to exempt preparations since, if adopted in its form, such common preparations as Paregoric and Brown's Mixture would become prescription items. Smith told the committee the basic intent of the bill was good—to increase the penalties for violation of the Narcotic Drug Act—and that the Pharmaceutical Association would support the bill, provided certain suggested changes were made.

Senator Hundley agreed to redraft the bill, using the Federal exempt section in lieu of the one deemed undesirable. At this time the bill is in the hands of the Senate Judiciary Committee, having been approved by the Senate Health Committee.

By far the most controversial of the three bills was House Bill 419, introduced by Rep.

Worthington of Pitt County. While there are eight sections to the bill, the section relating to issuance of "limited service license" has evoked the most comment. Here is the section referred to:

"Every person who desires to obtain a limited service license to practice pharmacy in North Carolina shall file with the Secretary of the Board of Pharmacy on or before the first day of July, 1953, upon application blanks to be prepared and furnished by the Board of Pharmacy, an application, duly verified under oath, setting forth the name and address of the applicant, that such applicant is a citizen and resident of North Carolina, is as much as thirty years of age, and has had ten years experience in the compounding of physicians' prescriptions under the direction of a legally licensed pharmacist or a permitted physician, which application shall be accompanied by affidavits of two citizens in the community where the applicant resides to the effect that the applicant is a person of good moral character."

House Bill 419 was referred to the House Judiciary Committee No. 2, of which the introducer, Mr. Worthington, is chairman.

On March 5th about 200 proponents and opponents of the Bill appeared before the Judiciary Committee. The hearing attracted so much interest the Committee moved from its customary place in the Justice Building to a larger room in the new Highway Building, finally winding up in the auditorium of the Highway Building.

Proponents were represented by Mr. Claude Abernethy of Spring Hope. Speaking in favor of the bill were A. G. Pelt and

(Continued on Page 140)

Rx Pricing Schedule

In connection with the prescription pricing schedule recently circulated by the NCPA, Robert D. Banner of Spruce Pine forwarded to us a copy of the Dittrich Schedule, which we understand is in wide use in Kansas and adjacent states.

In using the Dittrich Schedule, the selling price of commonly dispensed units (4, 8, 12 ounces, etc. and 12, 18, 24, etc. pills-tablets) may be easily obtained after the cost per ounce or pill-tablet is known.

As an example, the Schedule provided for a selling price of \$8.25 for 100 tablets costing \$5.00. For 100 tablets costing 50¢ the selling price is \$1.45.

A minimum compounding price is made a part of the Schedule. As an example, 12 caps is \$1.25; 1 oz. eye drops, \$1.25; 12 suppositories, \$1.75.

Urges Larger Building

The Chapel Hill Weekly of February 13 carried a news report of Dean Edward A. Brecht's speech to the local Rotary Club. The speaker's emphasis was on the need for larger quarters for the School of Pharmacy, and of plans for turning over the present building to the School of Journalism in the event funds are forthcoming from the General Assembly for erection of a larger pharmacy building.

Returns from Germany

Army Sgt. Jimmie C. Bowers, whose wife, Charlene, lives at 2129 Hastings Dr., Charlotte, N. C., is en route home from Frankfurt, Germany, for release from active duty.

He entered the Army January 1951 and spent 18 months as a pharmacist with the 31st Hospital Train unit at Hoechst, Germany.

Before his overseas assignment he was stationed at Fort Jackson, S. C., with Tank Company of the 28th Regiment.

In civilian life Sergeant Bowers attended the University of North Carolina Pharmacy School and is a member of Kappa Psi Fra-

ternity and the Pharmaceutical Association of North Carolina. He was employed by the Cornwall Drug Company in Morganton N. C., as a registered pharmacist.

Bowers is the son of Mrs. D. R. Bowers 705 East Union St., Morganton, N. C.

New Firm Name

The oldest drug store in Halifax County—Whitehead's Drug Store of Scotland Neck—has a brand new name as of the brand new year. Owned by N. O. McDowell, the business henceforth will be operated as McDowell's Pharmacy, with N. O. McDowell Jr. assisting his father.

Another firm name but no ownership change took place about the same time when the Turner Drug Company of Elkin was renamed and in the future will be operated as Royall Drug Company, Inc. This store is owned by George Royall; his son, Edwin and Henry Dillon.

Named Manager of Spake Pharmacy

Zack Finger has been named manager of the Spake Pharmacy, Inc., of Morganton well known Burke County drug firm. Established by Yates E. Spake on December 6, 1936, over 300,000 prescriptions have been filled in the interval.

Prior to locating with Spake, Mr. Finger was associated with Niven's Drug Store of Charlotte. Married to the former Miss Hazel Dale of Morganton, he recently became the proud father of a second son.

Both Mr. Finger and Mr. Spake are active members of the NCPA and have served their community in various capacities. Yates continues with the newly incorporated business as president.

FOR SALE

Drug store located in small town near Raleigh. Same location for 25 years. High prescription volume. Low overhead. Priced to sell. GWA-100.

Magicians

The 22nd annual Southeastern Magicians Convention will be held this year in High Point, August 14-15, with two pharmacist-magicians acting as hosts, Coke Cecil and R. E. Betts.

Adopts Boy

The Rudy Hardys of Gastonia have a new potential pharmacist in the family, following their adoption of a 5-months-old boy, named Randy Hardy. Rudy says the fellow who wrote Elixir Phenobarbital has "sleep producing properties" evidently did not try it out on a 5-months-old boy.

Rexallites Meet

A district meeting, attended by many Rexall agents from North Carolina, was held in Richmond in early February. Justin Dart, president of the Company, and other officers spoke to the delegates. "The Rexall Story," a movie depicting some of the manufacturing facilities of the firm, was one of the highlights of the meeting.

Uninvited Guests

An uninvited guest, or guests, visited the Brewer Drug Company of Pink Hill on the night of January 25, and, after entering the store by way of a side window, departed with a quantity of narcotic drugs. All small bottles from the narcotic locker were taken.

Prospect for Team?

Bobby Campbell, son of Pharmacist and Mrs. Rowe Campbell of Taylorsville, is an outstanding football, basketball and baseball star. Last fall Bobby was named captain of the All-Highland Conference Squad. He is said to be one of the greatest athletes ever to perform on local teams. A great prospect for Carolina. Page Mr. Barkley.

Pharmacy as a Career

High school students of Asheboro were addressed by Pharmacist H. C. Reaves on February 4. The speaker discussed pharmacy as a career.

Moves Drug Store

J. F. Smith has moved his drug store from West End to Gibson, where he continues in business, operating as Smith's Drug Store.

No Choice

A Charlotte doctor reports he informed a woman patient, who complained she did not like the night air: "Lady, during certain hours of the 24, night air is the only air there is."

Signs of the Times

Coming down the street today, we noticed our local postmaster peering intently at an oddly dressed character—a floppy hat, coat and pants with holes, no shoes. Slowly shaking his head, Mr. PM, loyal to Franklin R., said: "I expected it, but darn if I figured it would come so quick."

Bask in Florida Sunshine

No sooner had J. Floyd Goodrich returned to Durham from an extensive visit to Florida than his nearby neighbors, Mr. and Mrs. Ralph Rogers, Sr. took off for the same state.

Mr. Goodrich reports Thomas Hood has sold his business—Dunedin Pharmacy—and has opened a drug store without fountain in Clearwater, Florida. Since Dunedin and Clearwater adjoin one another, Tom is still in the same section of Florida as heretofore.

Retained as Research Director

Dr. Eugene U. Still, formerly research director for Strong Cobb & Company, now director of Stilleo Labs. of Sarasota, Florida, has been retained to do research work for Drug Specialties, Inc., Winston-Salem. For 15 years Dr. Still was professor of pharmacology at the Rush Medical School, Chicago.

Moves to Graham

William E. Davis transferred from Edwards Pharmacy, Raleigh, to Graham on February 16, where he is now employed by the Graham Drug Company.

Credit

Sign posted on the front of a small grocery store: "No more credit until I gets my outs in."



JOSEPH FURMAN BLAND
THOMASVILLE



CHARLES D. BLANTON, JR.
KINGS MOUNTAIN



THOMAS R. BOSTIAN
KANNAPOLIS



FRANK G. BROOKS, JR.
SILER CITY



THOMAS R. BURGISS
SPARTA



ROBERT EARL BYRD
SEABOARD



CHARLES C. CAMPBELL
MAIDEN



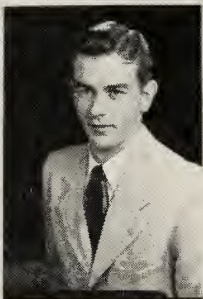
ROWE B. CAMPBELL, JR.
TAYLORSVILLE



ALFRED F. COLE, JR.
RAEFORD



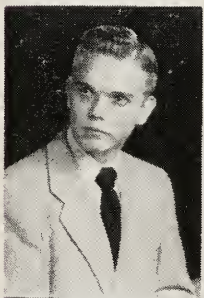
BARBARA DILLARD
WILLARD



LELON C. DOLLAR
APEX



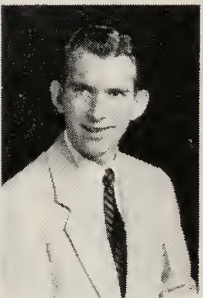
CLYDE J. DUVALL
MURPHY



J. F. FERGUSON, JR.
DURHAM



LEWIS M. FERGUSON
GASTONIA



C. G. FISHER
CLINTON



C. M. FLOYD, JR.
ROANKE RAPIDS

UNC PHARMACY GRADUATES, 1953

JOSEPH FURMAN BLAND
Thomasville

Born August 9, 1931 in Thomasville; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity three years, Pharmacy Senate two years; Was employed summers of 1947, 48, 49 at Mann Drug Company, Thomasville, summers of 1950, 51, 52 at Mann Drug Company, High Point; Will be available for employment after July 1; Univ. address, 117 W. Rosemary Street.

CHARLES DONALD BLANTON, JR.
Kings Mountain

Born August 9, 1931 in Lowell; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity four years, Pharmacy Senate two and one-half years; President of N.C.P.A. Student Branch senior year, President of A.Ph.A. senior year, Vice-President of Kappa Psi Fraternity; Was employed at Kings Mountain Drug Company, Kings Mountain, summer periods for eight years; Will be available for employment after July 15; Univ. address, 117 W. Rosemary Street.

THOMAS R. BOSTIAN
Kannapolis

Born July 26, 1929 in Landis; Married; Member of N.C.P.A. Student Branch three years; A.Ph.A. one year; Phi Delta Chi three years; Pharmacy Senate three years; Phi Delta Chi secretary 1952, Alumni secretary 1953, Vice-President of freshman class; Was employed at Black's Drug Store for year of 1949; Will be employed at Gibson's Pharmacy, Concord after graduation; Univ. address, 30 Daniels Road.

FRANK GIBBONS BROOKS, JR.
Siler City

Born October 18, 1929 in Siler City; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, U.N.C. Monogram Club four years; Was employed by Siler City Drug Company, Siler City; After graduation will be employed by Siler City Drug Company, Siler City; Univ. address, 415 Winston Dormitory.

THOMAS REEVES BURGESS
Sparta

Born May 14, 1931 in Elkin; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity three years; Vice-President of N.C.P.A. Student Branch senior year, President of junior class; Was employed at B T Drug Company, Sparta; Will be available after July 1; Univ. address, 117 West Rosemary Street.

ROBERT EARL BYRD
Seaboard

Born March 5, 1926 in Conway; Married; Served with U. S. Navy 1943-46; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year; Was employed by Ace Pharmacy No. 6, Norfolk, Va. summer of 1952, Carolina Pharmacy, Chapel Hill; After graduation to be employed by Ace Pharmacies, Norfolk, Va.; Univ. address, 117 King Street.

CHARLES CLIFFORD CAMPBELL
Maiden

Born August 25, 1927 in Maiden; Married; Served with Army Air Force, 1945-47; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year; Phi Delta Chi; Vice-President of Phi Delta Chi 1951; Was employed at Campbells Drug Store, Maiden; After graduation, will be employed at Campbells Drug Store, Maiden; Univ. address, 241 Jackson Circle.

ROWE BOGLE CAMPBELL, JR.
Taylorsville

Born November 4, 1930 in Taylorsville; Single; Member of N.C.P.A. Student Branch four years; A.Ph.A. one year; Kappa Psi Fraternity four years; Treasurer of Kappa Psi Fraternity 1951-52, Vice-President of Kappa Psi Fraternity 1952-53; President of Pharmacy School Student Body 1952-53, President of Sophomore Class; Was employed by People's Drug Store, Taylorsville for one year; After graduation will be employed by People's Drug Store, Taylorsville; Univ. address, 117 West Rosemary Street.

ALFRED FRANKLIN COLE, JR.
Raeeford

Born April 17, 1928; Single; Served with U. S. Navy 1946-48; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Pi Kappa Phi Fraternity three years; President of Pi Kappa Phi Fraternity, Freshman Class President; Was employed by Southern Pines Pharmacy for eight months, Howell Drug Company for three months, Hoke Drug Company; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, Pi Kappa Phi House.

BARBARA LOUISE DILLARD
Willard

Born December 17, 1931 in Wilmington; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year; Pharmacy Girl's Association four years, Kappa Epsilon three years; Vice-President of Pharmacy Girl's Association 1950-51, Kappa Epsilon Vice-President 1951-52, Secretary of Senior Class; Was employed by Charlotte Memorial Hospital summer of 1952; Prefers hospital pharmacy; Will be available for employment after July 1; Univ. address, 311 Alderman.

LELON CARY DOLLAR
Apex

Born August 6, 1926 in Carpenter; Married; Served with U. S. Army Infantry 1944-47; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Phi Delta Chi four years; President of Phi Delta Chi; Was employed at Goodwin's Pharmacy, Apex 1947-53; Prefers retail pharmacy in eastern N. C.; Will be available for employment after July 1; Univ. address, No. 10 U.N.C. Trailer Court.

CLYDE J. DUVAL
Murphy

Born January 3, 1928 in Ogden; Married; Served with U. S. Army, 1945-47; Member of N.C.P.A. Student Branch two years, A.Ph.A. one year; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, 142 Bagley Drive.

JUNIOUS FRANKLIN FERGUSON, JR.
Durham

Born February 7, 1928 in Oxford; Single; Served with U. S. Army, 1946-49; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity three years; Rho Chi Fraternity two years; Treasurer of Kappa Psi Fraternity senior year, President of Rho Chi Fraternity senior year; Vice-President junior year. Was employed at Boone Drug Company, Durham, summer of 1952; Prefers retail pharmacy in Durham or eastern N. C.; Will be available for employment after July 1; Univ. address, 117 W. Rosemary Street.

(Additional sketches on page 136)



JERRY GAYLORD
WINTERVILLE



GEORGE W. HARRIS
DURHAM



DAVID THOMAS HIX
HARMONY



JEANETTE HUNTER
WESTFIELD



WILLIAM L. JOHNSON
ASHEVILLE



DELTON G. KING
FAYETTEVILLE



CARL M. KIRBY, JR.
WILSON



THOMAS F. KOSTIC
CHAPEL HILL



F. HAMPTON LANGDON
FOUR OAKS



ROBERT L. LEWIS
ROBBINS



WILLIAM J. MILLER
HICKORY



BENJAMIN K. MOBLEY
MURFREESBORO



JAMES T. MOORE
WILMINGTON



BILLY ROGER MURRAY
RALEIGH



JACQUELYN O'NEAL
LOUISBURG



THALIA ANDREW PAPPAS
CHARLOTTE

UNC PHARMACY GRADUATES, 1953

JERRY THOMAS GAYLORD
Winterville

Born January 25, 1931 in Wilmington; Single; Member N.C.P.A. Student Branch four years; A.Ph.A. one year; Kappa Psi Fraternity three years; Rho Chi Fraternity one year; Was employed by Bissett's Drug Store, Greenville summers of 1951 and 1952; After graduation will be employed by Bissett's Drug Store, Greenville; Univ. address, 117 West Rosemary Street.

GEORGE WESLEY HARRIS
Durham

Born August 23, 1931 in Henderson; Single; Member of N.C.P.A. Student Branch three years; A.Ph.A. one year, Phi Delta Chi; President of Phi Delta Chi 1951-52; Was employed by West Side Pharmacy, Durham for ten months; Prefers employment in Durham area; Will be available for employment after July 1; Univ. address, 206 Fetzter Lane.

DAVID THOMAS HIX
Harmony

Born July 7, 1931 in Harmony; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity one year; Was employed at Statesville Drug Company, Statesville summers of 1951, 52; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, 5 Pettigrew Dormitory.

JEANETTE HUNTER
Westfield

Born June 29, 1931 in Westfield; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year; Will be available for employment after July 1; Prefers retail pharmacy; Univ. address, 301 Alderman Dormitory.

WILLIAM L. JOHNSON
Asheville

Born December 6, 1927 in Asheville; Married; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Phi Delta Chi; Was employed by Kenilworth Drug Store, Asheville, part-time by Rogers Drug Company, Durham since March, 1952; After graduation will be employed by Kenilworth Drug Store; Univ. address, 38-F Glen Lennox.

DELTON GRAHAM KING
Fayetteville

Born November 29, 1931 in Columbia, S. C.; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity two years; Was employed summer of 1952 at Fayetteville Drug Company, Fayetteville; Will be employed at Fayetteville Drug Company after graduation; Univ. address, 117 W. Rosemary Street.

CARL MUMFORD KIRBY, JR.
Wilson

Born March 30, 1931 in Monroe; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Phi Delta Chi four years; Will be available for employment after September 1; Univ. address, 206 Fetzter Lane.

THOMAS FRANCIS KOSTIC
Chapel Hill

Born February 9, 1926 in Hamburg, Pennsylvania; Married; Served with U. S. Army, 1944-47; Member of N.C.P.A. Student Branch three years; A.Ph.A. one year; Kappa Psi Fraternity three years; Pharmacy Senate three years; Secretary-Treasurer of Pharmacy Senate 1953; Was employed at Village Pharmacy, Chapel Hill part-

time 1½ years; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, Box 492, Chapel Hill.

F. HAMPTON LANGDON
Four Oaks

Born March 30, 1931 in Four Oaks; Single; Member of N.C.P.A. Student Branch four years, Pharmacy Senate one year; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, 203 Mangum Dormitory.

ROBERT LUTHER LEWIS
Robbins

Born July 31, 1930 in Robbins; Single; Member of N.C.P.A. Student Branch two years, A.Ph.A. one year, Pharmacy Senate one year; Prefers employment in central part of N. C.; Will be available for employment after July 1; Univ. address, 312 Everett Dormitory.

WILLIAM JAMES MILLER
Hickory

Born October 17, 1930 in Hickory; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Phi Delta Chi four years, Pharmacy Senate two years; Vice-President of Phi Delta Chi junior year; Was employed at King's Pharmacy, Hickory, at Ninth Avenue Pharmacy, Hickory, and at Highland Drug, Hickory; Prefers Piedmont section of N. C.; Will be available for employment after July 1; Univ. address, 206 Fetzter Lane.

BENJAMIN K. MOBLEY
Murfreesboro

Born July 15, 1927 in Greenville; Single; Served with U. S. Army, 1945-48; Member of N.C.P.A. three years, A.Ph.A. one year, Kappa Psi Fraternity three years; Was employed at Wollard's, Henderson for summer of 1951-52, Hogan's Pharmacy, Kinston; Prefers retail pharmacy in eastern part of N. C.; Will be available for employment after July 1; Univ. address, 117 W. Rosemary Street.

JAMES T. MOORE
Wilmington

Born March 27, 1929 in Wilmington; Married; Served with the U. S. Air Force 1946-49; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Rho Chi Fraternity one year; Was employed at Lane's Drug Store, Wilmington, summer of 1952; Prefers retail pharmacy in eastern N. C.; Will be available for employment after July 1; Univ. address, 178 Bagley Drive.

BILLY ROGER MURRAY
Raleigh

Born December 10, 1928 in Raleigh; Married; Served with U. S. Navy 1946-49; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity two years; President of Senior Class; Was employed at Person Street Pharmacy, Raleigh, summer of 1952; After graduation will be employed at Person Street Pharmacy, Raleigh; Univ. address, 116 Bagley Drive.

JACQUELYN LEE O'NEAL
Louisburg

Born October 24, 1930 in Louisburg; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Epsilon three years; Secretary of N.C.P.A. Student Branch senior year; Was employed at O'Neal Drug Company, Louisburg three months, summers of 1951 and 1952; Available for employment after July 1; Prefers retail pharmacy; in eastern part of state; Univ. address, 321 Melver Hall.

(Additional sketches on page 136)



W. STEPHEN PERROW
BEDFORD, VA.



WILLIAM L. SCARBORO
YOUNGSVILLE



WILLIS B. SHAW
ROANOKE RAPIDS



ROY C. SHEPHERD, JR.
LEXINGTON



NOAH JONES SIMPSON
GLEN ALPINE



EDWARD MARVIN SMITH
MATTHEWS



MARTHA ANN SMITH
WARSAW



RALPH W. SMITH, JR.
KINSTON



ROBERT G. SMITH
PILOT MOUNTAIN



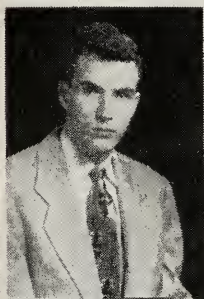
H. W. TIMBERLAKE
MILWAUKEE



PATSY RUTH UPCHURCH
MORRISVILLE



JOHN WESLEY WAGNER
CRAMERTON



M. T. WAGNER, JR.
DURHAM



WILLIAM P. WELLS
BURGAW



KENNETH L. WIGGINS
GOLDSBORO



JOHN C. WRIGHT
POLKTON

UNC PHARMACY GRADUATES, 1953

WALLER STEPHEN PERROW
Bedford, Va.

Born July 14, 1931 in Bedford, Virginia; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity four years; Order of the Grail two years; Chairman of University Dance Committee 1951-52, Secretary of Kappa Psi Fraternity junior year, President of Kappa Psi Fraternity senior year, Vice-President of Freshman Class, Men's Honor Council Representative senior year; Was employed at Lyle's Drug Store, Bedford, Virginia and has one year's experience; Available for employment after July 1; Univ. address, 117 W. Rosemary Street.

WILLIAM LOUIS SCARBORO
Youngsville

Born April 21, 1928 in Youngsville; Married; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year; Was employed at Wendell Drug Company, Wendell, summer of 1952, I. W. Rose Drug Company, Rocky Mount for one year; Will be available for employment after July 1; Commutes daily from Knightdale.

WILLIS BREEDLOVE SHAW
Roanoke Rapids

Born November 28, 1928 at Roanoke Rapids; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity one year, Pharmacy Senate three years; Was employed at Roanoke Pharmacy Company, Roanoke Rapids, summer of 1952; Prefers retail pharmacy in western N. C.; Will be available for employment after July 1; Univ. address, 4 Old East Dormitory.

ROY CORNELEOUS SHEPHERD, JR.
Lexington

Born October 11, 1928 in Winston-Salem; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity; Prefers employment in coastal or Piedmont section of N. C.; Will be available for employment after July 1; Univ. address, 311 West University Drive.

NOAH JONES SIMPSON
Glen Alpine

Born September 20, 1928 in Glen Alpine; Married; Served with U. S. Navy, 1946-48; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year; Was employed nine months during 1946 at Clinic Drug Store, Glen Alpine; Available for employment after July 1, 1953; Prefers retail pharmacy; Univ. address, No. 36 U.N.C. Trailer Court.

EDWARD MARVIN SMITH
Matthews

Born April 16, 1931 in Mecklenburg County; Single; Member of N.C.P.A. Student Branch three years; Pharmacy Senate three years; President of Pharmacy Senate 1952-53; Was employed summer of 1952 at Baptist Hospital Pharmacy, and part time at N. C. Memorial Hospital during senior year; Will be available for employment after July 1, 1953; Prefers hospital pharmacy; Univ. address, 203 Cobb Dormitory.

MARTHA ANN SMITH
Warsaw

Born September 26, 1931 in Clinton; Single; Member of N.C.P.A. four years, A.Ph.A. one year, Kappa Epsilon three years; President of Kappa Epsilon junior year, Secretary-Treasurer Pharmacy School senior year; Was employed at Robinson's Drug Store, Goldsboro, summer of 1952; Will be available for employment after July 1; Prefers hospital pharmacy; Univ. address, 311 Alderman Dormitory.

RALPH WRIGHT SMITH, JR.
Kinston

Born August 7, 1914, at Kinston; Married; Served with U. S. Navy 1941-45; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Psi Fraternity three years; Was employed at Standard Drug Store No. 2, Kinston, five years, College Street Pharmacy four months; After graduation will be employed at Brewer Drug Company, Pink Hill; Univ. address, 117 W. Rosemary Street.

ROBERT GARLAND SMITH
Pilot Mountain

Born January 25, 1928 in Pilot Mountain; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity two years; Was employed at Smith Drug Store, Pilot Mountain, since May 1945; Will be available for employment after July 1; Univ. address, 117 West Rosemary Street.

HARRY WILSON TIMBERLAKE
Milwaukee

Born June 3, 1921 in Milwaukee; Married; Served with U. S. Navy, 1942-46; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity three years; Was employed at Sutton's Drug Store, Chapel Hill, summer of 1952, and has had equivalent of four years retail salesmanship; Will be available for employment after July 1; Univ. address, 115 King Street.

PATSY RUTH UPCHURCH
Morrisville

Born February 13, 1932 in Morrisville; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Epsilon three years, Rho Chi two years; Secretary-Treasurer Kappa Epsilon junior year, President of Kappa Epsilon senior year, Secretary-Treasurer of Rho Chi senior year; Was employed at Eckerd's Drug Store, Durham, summer of 1952; After graduation will be employed at Eckerd's Drug Store, Durham; Univ. address, 321 McIver Hall.

JOHN WESLEY WAGNER
Cramerton

Born January 31, 1927; Single; Served with U. S. Navy 1945-46; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Phi Delta Chi three years; Was employed at Smith's No. 5, Gastonia; Prefers retail pharmacy; Will be available for employment after July 1; Univ. address, 206 Fetzner Lane.

MURPHY THOMAS WAGNER, JR.
Durham

Born October 20, 1930 in Durham; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Phi Delta Chi three years; Was employed at Duke Hospital Pharmacy, Durham, summer of 1952, N. C. Memorial Hospital, Chapel Hill part-time 1952-53; After graduation will be employed by Duke Hospital Pharmacy, Durham; Univ. address, 206 Fetzner Lane.

WILLIAM POTTER WELLS
Burgaw

Born September 27, 1919 in Teachey; Married; Served with U. S. Army 1942-46; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Rho Chi Fraternity two years; Was employed by Durham Drug Company, Durham, summer of 1952; After graduation will be employed by Durham Drug Company, Durham; Univ. address, 7-C Glen Lennox.

(Additional sketches on page 136)



New picture-window packages help sell more B. F. Goodrich rubber sundries

Never before has any druggist had display packages like these for rubber sundries. You see the syringe or water bottle right before your eyes but it is always bright, smooth, spotless—protected by a cellophane window.

The box is always fresh and clean when sold because it comes in a light, protective cardboard sleeve. Just slide it out of the sleeve for display. There is only one lid to lift if a customer wants to inspect closely.

Prominent guarantees: The big lettering on the water bottle box show guarantee

to five years. This helps you sell better grades.

They brighten up the store: Colors bring out the rich red and amber color of the products. They brighten up the store, yet give it a scientific, professional look. People buy more easily not only because the products are better but because they LOOK better.

Send your order for B. F. Goodrich water bottles, "Sojourn" folding syringes, combination syringes, fountain syringes, bulb syringes, baby bottles to

Justice Drug Company

Greensboro, N. C.

1953 Convention Plans Underway

Members of the Association's executive committee, meeting in Chapel Hill on February 11, received a fiscal report indicating net worth of the organization to be approximately \$100,000.00. Value of the Institute of Pharmacy (land, building and equipment) was put at \$85,000; stocks and bonds amounted to \$10,336; cash on hand Dec. 31, 1952 was \$4,431.00.

Secretary Smith reported half of the 1953 annual dues collected during January, with 18 new members joining the NCPA during the same period. Contributions to the Institute of Pharmacy for January amounted to \$909.50, most of which was included along with dues payments.

In accordance with previous instructions, \$2,000 of the NCPA's cash assets was converted to 3% insured building and loan stock on January 9.

All employees of the Association were given contracts for the current year at the same salary prevailing during 1952 with the exception of Mrs. W. J. Smith, who will receive extra compensation of \$25 per month from the VA Account.

The employees are W. J. Smith, secretary-treasurer of the NCPA, editor of THE JOURNAL and director of the Institute; Mrs. W. J. Smith in charge of the VA Rx Program; C. M. Andrews, assistant secretary-treasurer and convention registrar; and F. O. Bowman, general counsel and legislative advisor.

F. W. Sarles, state manager of the Inter-Ocean Insurance Company, appeared before the committee to outline certain changes in the NCPA-sponsor health and accident insurance policy necessitated by reason of continued high losses experienced by the company. To avoid cancellation of the entire group, Mr. Sarles outlined a plan, which the committee felt to be the best possible solution under existing circumstances, to reduce the loss ratio.

Six special guests were present for the meeting: G. E. Andes, Wadesboro; H. E.

Lovett, Liberty; C. D. Blanton, Kings Mountain; Louis Shields, Wallace; Joe Barbour, Burlington; and Sam Jenkins, Walstonburg.

Mr. Jenkins urged that members of the General Assembly be informed of the need for larger quarters for the School of Pharmacy at Chapel Hill. Details of such a plan were formulated, with Mr. Jenkins agreeing to contact the legislators in his section of the state.

Mr. Lovett discussed the "bad press" Pharmacy has in certain papers of the state, and inquired if anything was being done to correct the situation. Members agreed that the new pharmacy bulletin to be published by the Pharmaceutical Research Foundation and sent to 10,000 citizens of the state, including editors, would be helpful.

Mr. Shields reported on the growing establishment of local and sectional drug clubs throughout the state. Sales tax matters were brought to the attention of the committee by Mr. Blanton. A discussion of the nature and extent of present Board of Pharmacy exams was initiated by Mr. Andes.

A preliminary legislative report was presented by J. C. Jackson, with the final details to be decided upon later by the Legislative Committee.

The committee started its planning for the 1953 NCPA Convention by instructing Secretary Smith to distribute hotel reservation forms in early March.

Wholesale drug firms of the state will be given an opportunity to contribute toward the Convention Entertainment Fund. A suggestion that this Fund be created exclusively from a registration fee of \$10 was not approved by the committee. The NCPA registration fee remains at \$5.

The committee went on record as favoring the Convention entertainment rooms not be open during the formal business and entertainment programs and closed by no later than 1 P.M. A copy of the committee's suggestion was ordered sent to interested parties.



A man is known by the company he keeps. By the same token, a company is known by the men it keeps.

We of The Upjohn Company are proud of every one of our hundreds of competent representatives. But we are particularly proud of the exclusive group pictured here: all of these men have been "selling Upjohn" for at least a quarter of a century!

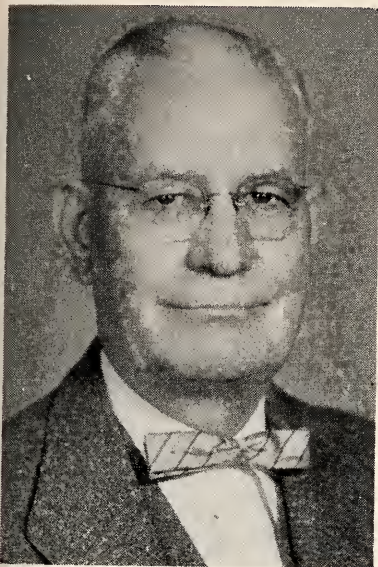
These 61 men (most of whom are registered pharmacists) represent a total of 1,754 years of experience in the service of medicine and pharmacy. Yet each of them still gets as much satisfaction from rendering a genuine service to his physician and pharmacists as he did on his first day with Upjohn.

Upjohn

medicine...
produced with care...
designed for health

THE UPJOHN COMPANY, KALAMAZOO, MICHIGAN

C. T. Woodward Retires from Upjohn



CLARENCE T. WOODWARD

After more than a quarter of a century, Clarence T. Woodward of Greensboro has retired from The Upjohn Company. He will be succeeded in the Greensboro territory by Dan V. Walker.

Mr. Walker, a native of this state, formerly managed a drug store in Bluefield, W. Va. After joining Upjohn, he located in Huntington, W. Va., and was later transferred to Maryland, Pa., and finally back to Charleston, W. Va.

Mr. Walker has been associated with Upjohn for the past 21 years.

In retiring from the Company, Mr. Woodward expresses his appreciation to his many customers for their loyal support over the years. After a vacation in Florida, Mr. Woodward hopes to help out with a bit of relief work here and there.

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte. N. C.

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

Abbott Laboratories • North Chicago, Illinois

Foundation to Publish New Pharmacy Bulletin

Action taken in Chapel Hill on February 3rd, during the 7th annual meeting of the directors of the N. C. Pharmaceutical Research Foundation, will result in an increase of the number of directors from 12 to 24. Nominations are now being received by Secretary E. A. Brecht, with final action slated in March when the present directors will attend a special called meeting.

A tentative budget of expenditures for 1953-'54 was approved. Amounting to \$10,400, the budget covers a number of \$1,000 fellowships.

A book by Prof. Fred Semeniuk of the pharmacy faculty, which the Foundation subsidized, has been favorably accepted throughout this country as well as a number of foreign countries, it was reported.

Roger A. McDuffie was re-elected president of the Foundation, and serving with him

will be P. A. Hayes, vice-president and E. A. Brecht, secretary.

Two new members were added to the executive committee: Homer C. Starling of Raleigh and E. C. Daniel of Zebulon. Other members of the committee are Paul B. Bissette, Wilson; C. T. Council, Durham; and I. T. Reamer, Durham.

Herman Cline, Charlotte pharmacist, was welcomed as a new member of the board of directors.

A new 4-page pharmacy bulletin with timely articles of special interest to the public will be published by The Foundation. The initial issue (10,000 copies) will be mailed to legislators, school officials and key persons recommended by pharmacists. Publication of the bulletin is something of an experiment. If successful, subsequent issues will probably be on a quarterly basis.



RESEARCH FOUNDATION DIRECTORS AND GUESTS—Shown above are directors of the N. C. Pharmaceutical Research Foundation and guests, as the 7th annual meeting got under way. Seated, left to right: H. C. McAllister, E. C. Daniel, Chancellor R. B. House of UNC, Homer Starling and Paul B. Bissette. Standing, left to right: W. J. Smith, Charles M. Shaffer of the UNC Development Council, Dean E. A. Brecht, P. J. Suttlemyre, Roger A. McDuffie, D. L. Boone, I. T. Reamer, Herman Cline, P. A. Hayes and Smith Richardson.



**you'll sell
more...and you'll
make more
profit!...**

**North Carolinians
quickly recognize
delicious**

**PINE STATE
ICE CREAM**

Raleigh, North Carolina



Promoted

C. V. Timberlake has been promoted to the rank of Commander (MCS), USN, in charge of the Army-Navy Medical Procurement Office, Brooklyn, N. Y. While we are not positive, we believe Commander Timberlake has the top rank of any graduate of the UNC School of Pharmacy, now in service.

Scholarships

Dean E. A. Brecht reports a total of \$6,492.81 in the Woman's Auxiliary Scholarship Fund at the University. Interest of \$316 from the fund by July 1st will be sufficient to take care of one scholarship (\$225) for the coming year.

A separate scholarship—the Grace K. Edwards Scholarship—is maintained separately by the Charlotte Woman's Druggist Auxiliary. Funds come from an annual benefit bridge party, sponsored by the Auxiliary.

Service Report

Kenneth E. Moore, formerly of Selma, is now stationed at Fort Jackson, S. C., with Company H, 61st Regiment.

Douglas Bain of Clayton and Matthew Mason of Chapel Hill (Ken says Matthew used to clean the Phi Delta Chi house and will be remembered by some of the fellows) are in the same outfit.

When the boys get homesick for the pills and powders, they go over to the Dispensary and talk to Sam Thorne of Charlotte.

Pharmacist Partner

Registered Pharmacist, age 30, would like to buy an interest in an established drug store. References furnished upon request. WML-217.

Pharmacy Graduate Available

William A. Brown, now completing his pharmacy training at the New Mexico College of Pharmacy, wishes to locate in Elizabeth City or that area after graduation in June.

Although Mr. Brown will not be eligible for registration as a pharmacist in June, he has had 2,000 hours of practical drug store experience.

Prospective employers may communicate with him at 1906 Central, SE, Albuquerque, New Mexico.

The next exam schedule will be the third week in June when 60 or more candidates are expected. Regular 1-day business sessions will be held each month in the meantime.

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

We Appreciate Your Business

STANBACK PUTS *Wind* INTO YOUR PROFITS!

As spring winds bring change-of-season colds and headaches to North Carolinians, your sales of STANBACK can bring you constant profits through quick turnover and little display space.

Advertised heavily and persistently on radio—in Life—Good Housekeeping—newspapers and through point-of-purchase . . . your STANBACK sales should soar “High as a kite.”

Display STANBACK—year round.



STANBACK

The Case of the Missing Vitamin C

One of the mysteries of biochemistry is what happens to vitamin C in the adrenal glands when it "disappears" after an injection of ACTH. Experimental animals injected with the hormone reveal a sharp drop in the vitamin in their adrenal glands, yet there seems to be no evidence that the vitamin has broken up into other compounds. Professor Charles G. King, Columbia University chemist, who defined the chemical structure of vitamin C, hopes to solve this mystery by the use of radioactive carbon "tracers." Vitamin C containing these "tracers" may be followed through the system of experimental animals, and the radioactive carbon may reveal the location of the vitamin C even after it has "disappeared."

Diabetic Tennis Stars Set Example

The time when a diabetic was considered an invalid is now far removed. William Talbert and Hamilton Richardson are tennis stars who are also, incidentally, diabetics. The exercise of the game burns up the excess sugar in their blood. While they must not burn up too much sugar, they have an easy way to avoid this danger: They drink a glass of orange juice between games. The orange juice restores the sugar balance in their blood and supplies vitamins besides. Sports writers frequently report Talbert and Richardson playing exhibition matches at camps for diabetic children, as a means of showing the youngsters that diabetes need not interfere with success in athletics, or in anything else.

Status Quo

"Dis mornin'," said the negro preacher, "I is going to preach to you-all on de subject ob status quo." He paused for an impressive moment. "Status quo is de name of dis heah mess we all is in."

Balm

The Devil's best selling lotion is a balm he has invented to be smeared on people's conscience. This concoction being called, "If I don't, somebody else will."

For sixty-eight years

- - - since 1885

SEEMAN
OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Relief Pharmacist Available

H. E. Cain writes from McBee, South Carolina, that he is available for relief work. Short periods preferred, but will consider long term proposition.

Reports Successful Year

Former classmates of Dick Scharff, now operating the Chesapeake Pharmacy in South Norfolk, will be interested to learn he is doing quite well in retail pharmacy. His store volume last year was up from the previous year, prescription volume was at an all-time high. Dick says: "'52 was a banner year for me."

Not only has his business grown, his family now includes four children, a son and three daughters. The latest addition to the family was Nancy Gibson, who arrived on February 4th.

Dick speaks enthusiastically of his pharmacist, Charles Boyette, who has been with him since June, 1951.

Quotes from Frates' NARD Bulletin

Noblesse Oblige: An old druggist who never belonged to his local, state or national association was having his will made out by an attorney. When it came to the selection of pallbearers the old druggist said: "I would like to have two officers from the NARD, two from the State Pharmaceutical Association and two from the Local Association act as pallbearers." The attorney, knowing his client had never joined any Drug Association and had very little use for them, exclaimed: "But, Bill, are you sure

you want it that way? Wouldn't it be better to have six of your close friends instead of drug officials to whom you never gave any loyal support?" "NO," REPLIED THE OLD DRUGGIST, "THEY HAVE CARRIED ME ALL OF THESE MANY YEARS SO THEY MAY AS WELL CARRY ME THE REST OF THE WAY."

Time Limit for Filling Narcotic Prescriptions: There is no time limit for filling narcotic prescriptions contained in the Harrison Narcotic Act. But inasmuch as straight narcotic prescriptions are considered emergency orders to the pharmacist, 24 hours is deemed by the Federal Bureau of Narcotics as being the deadline stop point. Here again the professional prerogatives of a duly registered pharmacist comes into play. It is inconceivable to vision the Bureau hurting a legitimate pharmacist for dispensing a bona fide narcotic Rx written 25 or 30 hours previous to presentation. Your Professional Rule of Reason should prevail.

Worth Trying: Why not wrap a circular in every package leaving your pharmacy. Tell your customers about your Rx stock, your service, your merchandise, why you appreciate their patronage. Work in true human interest stories. Change the copy occasionally. Don't be afraid to use colors. Pharmacy is here to stay—contrary to "expert" opinion. Trends change, sure, but you can roll with the punches *by selling pharmacy*. You're the "Doc" to your customers. No one can take that away from you. Keeping everlastingly at it brings success—worth trying?



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP **KK**
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

Small, But Firm, Foundation

The North Carolina Pharmaceutical Research Foundation has a big name but is not a big foundation, as foundations go.

It is a home-grown foundation which believes in doing a lot with a little. Its president and vice-president are two Greensboro men, Roger McDuffie and P. A. Hayes respectively. Its net worth is only about \$75,000 and its net income last year about \$18,000, but it does quite a lot of work with what it has.

During its six-year existence, it has disbursed \$35,000 to the University at Chapel Hill for research fellowships, equipment and other things. It subsidized a book by a pharmacy professor which is getting international usage.

We congratulate the founders of the foundation who have proved that you don't have to have a big foundation to do much needed work.—Editorial, *Greensboro Daily News*.

Puzzle

We have been trying to figure out one of those scribbled notes that turn up occasionally—this one received by Simmons Drug No. 2, Whiteville, and sent along to us without comment. The item wanted was "Ash phasrettad"—a real puzzler. Generally if the potential customer can give some taste-odor-color clues, you can make out.

Farmer Millaway

Farmer Millaway they are calling E. D. Millaway of Burlington nowadays. The owner of a large farm on the Kimesville Road outside Burlington, Mr. Millaway is concentrating on peas, onions and cabbage. So far the rabbits have gotten the best of the deal on the cabbage, but the picture may change at any moment, especially since Millaway has a likening for rabbit stew.

Despite the big deal in progress out on Route 6, Millaway manages to keep the Mann store of Burlington, of which he is the local head, out front in the way of sales volume.

WEEKS OF "EASY BREATHING" AT YOUR FINGER TIPS

When stopped-up noses cause fretful nights and comfortless days, physicians often prescribe Inhaler 'Forthane' (Methyl Hexane Amine, Lilly).

Weeks of welcome relief are packed into a convenient plastic inhaler no larger than your little finger. When stuffiness occurs, a few whiffs of fragrant vapor quickly shrink the nasal mucosa, permitting easy, natural breathing. Relatively free from side-effects, Inhaler 'Forthane' may be used as often as necessary. Keep an adequate stock of this profitable repeat item on hand during the winter season. For quick, complete service, send your orders to us.

THE PEABODY DRUG COMPANY
Durham, North Carolina

"24-hour" pain relief*
for the rheumatic patient with

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Robins

Clinically proven more effective
than salicylates alone—and remarkably
free from toxic effects, even on prolonged
administration. *Smith, R. T.: J. Lancet 70:192, 19

A. H. ROBINS CO., INC. • Richmond 26

Pabalate-Sodium Free is equally effective
for use when sodium intake is restricted
as in certain circulatory diseases, and
for concurrent administration with
ACTH and cortisone.





Each yellow enteric-coated Tablet provides 0.3 Gm. (5 gr.) sodium salicylate U.S.P., and 0.3 Gm. (5 gr.) para-amino-benzoic acid (as the sodium salt).

Pharmaceuticals of Merit since 1878

Each Persian rose enteric-coated Tablet provides 0.3 Gm. (5 gr.) ammonium salicylate, and 0.3 Gm. (5 gr.) para-amino-benzoic acid (as the potassium salt).

When sodium intake is restricted

Tabalate[®]-Sodium Free



*There isn't anything
better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

The NCPA Course in Retail Credit and Collections

By PLASCO G. MOORE

LESSON THREE—THE CREDIT INVESTIGATION

Try Your Hand at Answering These Questions

1. When a customer applies to you for credit, is one call to another merchant regarding the credit status of the customer sufficient information for you to extend credit to him?
2. Why is it profitable for you to check credit information through your local credit bureau?
3. What can you do when there is not sufficient time to secure a credit report and your customer needs the merchandise now?
4. Which is the most important factor for the extension of credit to a customer: (1) The customer's appearance, or (2) His reputation as a payer?
5. What is the best thing to say to a customer when his credit record prevents your extending credit to him?

Why Make the Credit Investigation?

In answering this question, we must assume that you are a member of and that you use the services of your local retail credit bureau or retail merchants association. It is true that you can make a limited sort of credit investigation without using the services of your bureau. However, such a procedure is beset with dangers. For example, let us suppose that you are a banker in a city which, in addition to your own bank, has nine others. A man comes to you and asks for a five hundred dollar loan. You probably would ask him if he has at any time borrowed any money. He replies, "Yes, I borrowed some money from ANYTOWN Bank about a year ago." Now, in checking on his status with ANYTOWN Bank, let us suppose that you called them and they reported that his credit was satisfactory—that he repaid what he owed in a prompt manner. After you received this information, you immediately approved the five hundred dollar loan. After about a year, however, the note becomes past due, you cannot locate the customer, so you get busy. You call the other banks in your city to see if you can trace your lost customer and, to your amazement and surprise, you find that this same man now owes *three* of these banks five hundred dollars each—all of the notes being past due.

Now what was wrong? You called the *one* bank which your customer gave as reference, did you not? And it reported your customer a satisfactory risk. Yes, but you had only *part* of the total picture. *You did not make a complete credit investigation.* The easiest and surest way to make a *complete investigation* is through your credit bureau. Here, hundreds of thousands of credit records are kept. Here, you can secure information quickly—and with little effort on your part.

So the answer to our question, "Why make a credit investigation?", is: You should make a credit investigation in order to secure a complete, accurate, up-to-date picture of your customer's obligations and paying habits. It is the surest way to operate a profitable credit business.

How to Start the Investigation

Of course your telephone is the quickest tool to use in effecting your investigation. While some firms prefer the *written* credit report, for the sake of speed, most credit reports are given over the telephone. In order to conserve your time and that of your credit bureau, you might wish to follow this simple guide in giving the credit bureau the information which you have listed on your application form:

(Continued on Page 119)

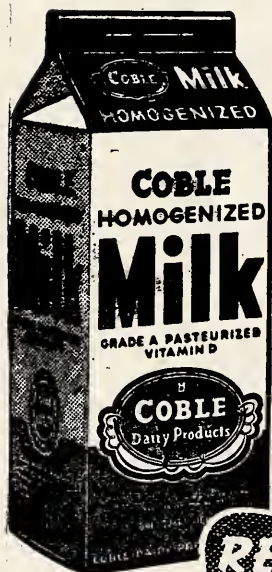
Reach for



COBLE MILK

in the new

**DAIRY GOLD
CARTON**



1. Give *full* name of applicant
2. Spell the name
3. Give applicant's *complete* address
4. Give place of employment and salary
5. Give name of wife or husband (as appropriate)
6. Give applicant's former address and length of time residing in your city
7. Give references you have obtained from applicant
8. Give wife's or husband's employment (as appropriate)

The above pattern is basic. At times it will be necessary to give added information. Usually, the eight points listed are sufficient to enable your bureau to identify and classify your credit applicant.

Kinds of Credit Reports

After you have called the information in your bureau, you can request one of two kinds of reports. (1) You may wish an *in-file* report. An in-file report is simply a view of the applicant's credit record as it appears in the bureau files *at the moment*.

In other words, the report may be checked up to date, or it could be that because the applicant had not applied for credit for some time and because no merchant in your city had called in concerning his credit status, the information appearing in the bureau files could be as old as *one, two, twelve* months or more. Naturally, it is to your advantage to secure information which is as current as possible. *YOU* will have to decide whether or not this type of report meets your immediate needs.

(2) The other type is a *checked* report. A checked report is one which is brought up to date. In other words, all credit references which you called in from your application form, plus those which already appear on the applicant's credit record (if different from the ones you called in) are called and inquiry is made by the bureau as to the current status of your applicant's accounts. Those of you who have been in the credit business for some time know that a customer's credit status can change rapidly. A checked report, therefore, may keep you from selling a customer who is already in arrears with several other merchants in your city.

How Quickly Should You Expect to Receive Your Report

Peak business days in your community throw a tremendous burden on your bureau. Many merchants want their credit report "right away." Obviously, this simply is not always possible. Before asking for your report "right away," you might first choose to come to some decision regarding the following:

1. How large is this *first purchase* to be charged by your applicant? If it is merely for a small amount, you may decide to "take a chance," let the customer have the merchandise immediately, and wait a while longer to enable your credit bureau to give you a thorough credit report before finally approving the account.
2. Is this merchandise of a critical nature? In other words, is it a prescription which is badly needed? Then you may elect to open an *emergency* charge account for your customer with the view of converting it into a *regular* charge account when the credit report has been rendered.
3. Are all credit references listed by your applicant located in other cities? This is often true if your applicant is a newcomer to your community. It takes a little more time for your bureau to procure a transfer of credit record from another city. If the sale is quite large and you wish a complete report before permitting the merchandise to leave the store, you might ask your credit bureau to contact the out-of-town bureau by telephone. This latter procedure will enable you to receive a preliminary report in a matter of minutes. Your complete report can follow later.

Making the Credit Evaluation

The full purpose of all your work up to this point has been to enable you to *evaluate your credit applicant*. You have taken his application—you have called the information in to the bureau. Now, you are ready for step number three: *Precisely what is the nature of this applicant?* Is he deserving of credit? Should I open this account? Your answer is now about to be found in the credit report and your evaluation of that report.

What are you going to do with this report when you get it from the credit bureau? Most firms simply write the information

(Continued on Page 120)

down on the back side of the application. This will preserve it for possible future reference. But when this is done, you still have to evaluate your credit applicant. In making this evaluation, you could consider many things. Some people open an account on the basis of the *appearance* of an applicant, others on his *social standing* in the community—still others on the basis of *friendship*. Most of you know that these cannot be relied on as a matter of standard procedure.

Then what is the actual basis for evaluation? Actually if you consider only *one*, you can be reasonably sure you have discovered a safe pattern. This one is: *The applicant's reputation as a payer*.

Reputation as a Payer

If you could glance through the credit bureau files throughout the country, you would discover one important fact: Those customers who are poor credit risks are generally those who have left a trail of unpaid bills from North to South to East to West down through the years. What we are actually trying to say is this: If your applicant has had a record of having paid others, you have a right to believe he can and will pay you. But, if an applicant has a record of not having paid others, what right do you have to think he will pay you? Certainly, there are exceptions. But America's big credit business has not been built on exceptions. It has been developed in accordance with a general pattern—the *general behavior of the credit applicant as revealed from a record of his paying habits*.

It is hoped, therefore, that you will agree that an applicant's reputation as a payer is the most important one thing you can use as a yardstick of evaluation. Now, in evaluating his reputation as a payer, you will need to consider:

1. How long has he been buying on credit? Is his credit record one month old, or is it five years old? The longer his credit record, the better picture you will naturally have.
2. How many total accounts does he now have—and how many are past due, if any? If he has six accounts and one past due, would you evaluate him as high as if he had six accounts and four past due?
3. How prompt has he been in meeting his

obligations? Some customers, while they *eventually* will pay, are so slow in doing so the cost of collecting from them causes the account to be unprofitable and undesirable.

How to Say "No"

If your applicant's credit record is good then of course you will graciously open his account. You will cordially welcome him as a credit customer. But, what do you do if his credit record is not good?

Here is what one drug store operator says when he has to decline: "Mr. Doe, we have completed your credit report and the information supplied to us by your credit bureau will not permit us to open your account at this time." That is his standard opening statement. The customer will obviously reply something like this: "But what's wrong? Why I don't owe anyone. Who does the bureau say I owe?"

Naturally, you cannot give him this information. If you could, it would not be good public relations. Your main objective is to cause the customer to feel that neither you nor the credit bureau is responsible for his credit rating. You want to let him know that it is *his* responsibility.

At this point you could well say, "Mr. Doe, that is information of a confidential nature and only your credit bureau should discuss it with you. However, if there is some error—and we both know that errors can occur, why don't you go up to the bureau and help them to straighten things out? I shall be glad to call them and seek an interview for you, Mr. Doe. If I were you I certainly would want to clear up any error which may have occurred."

Your customer may say, "Yes, please call them." Or he may appear to be angry and walk out. But you have without a doubt used the best technique possible. You have thrown the responsibility for not opening his account right back in his lap. Records show that many customers will actually go to the credit bureau where they find the information about their credit status entirely correct. They will then often pay all outstanding bills—thus rehabilitating their accounts.

More than likely, they will not blame you. They will either remain cash customers or yours, or if they pay their past due bills you may agree to open their accounts on

limited scale at first until time will tell whether or not they mean to keep their accounts in good standing.

Next Month—Collection Techniques

1. When is the best time to follow-up on a past due account?
2. What one system will enable you to know, without much effort, the status of your past due accounts each day?
3. Should collection letters be firm and to the point?
4. How can your credit bureau help to collect your past due accounts?
5. When an account becomes in bad condition, why should you report it to your credit bureau?

Burgess-Knott

In a ceremony at the Presbyterian Church, Broadway, N. C., on February 28th, Miss Margaret Carolyn Burgess and George Washington Knott, Jr. were united in marriage. Mrs. Knott is completing her pharmacy training at the University of North Carolina.

For more effective control
of hyperacidity

Acichek

Valentine

dihydroxy aluminum aminoacetate,
N. N. R., sodium carboxymethyl-
cellulose and glycine.

- quick acting
- no secondary acid rise
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Supplied in bottles of 100 and
1000 tablets.

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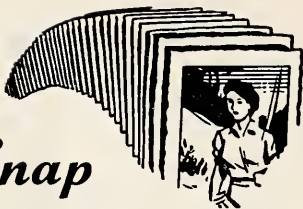


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Sixteen member stores of The Greensboro Drug Club recently joined together on a "prescription blank project," which, if successful, will effect substantial savings.

As a starter, each store put up \$50.00, making a pool of \$800. An order was then entered with a local printer for 200,000 prescription blanks, with the name and address of various local physicians at the top. At the base the usual "repetatur" line appears with "Have this prescription filled by a registered pharmacist of your own choice."

A small quantity of the blanks were distributed to start the program. As additional requests are received for blanks, the participating store calls the printer and arranges for delivery of the blanks, which are charged to the store's deposit.

Since there are more than 100 physicians using blanks in Greensboro, this co-operative program has reduced blank costs to less than half its former figure. And the expense of delivering the blanks has been eliminated as the printer takes care of this.

Elimination of individual store messages from the blanks has not adversely affected prescription volume. One pharmacist, enthusiastic about the program, said patients are less inclined to follow "Take this to XYZ" than has been the case in the past.

Chairman Durham

According to *The Chapel Hill Weekly* Congressman Carl T. Durham holds the unique distinction of being the only Democratic committee chairman (Joint Committee on Atomic Energy) in the current Republican-controlled Congress.

Future Pharmacist

John Benjamin Sewell, III, young son of Mr. and Mrs. John B. Sewell, Jr. of Beaufort, was born on the 63rd birthday of the first John Benjamin Sewell. Mrs. Sewell known to her classmates as Evelyn Salter is a graduate of the UNC School of Pharmacy.

John, the Third, has a 3½-year-old sister Brenda.

Conditions

And it came to pass that there dwelt in North Carolina a player of poker who delighted to sit in a game. Yet he would make no bets. Each hand he laid down in disgust, because the flush of royal hue was not dealt to him.

And behold his stack dwindled and became as naught, for he had fed his substance into the kitty.

And there were in the same Tar Heel land salesmen who erred like unto the player of the poker. For, lo, they antied their days away. And the order-writing arm was not exercised. Thus they spake one unto another saying: "Come, let us go forth into Sneaky Pete's and shoot a couple of games. For no one hath a desire to buy, so why should we waste time calling upon them?"

And it came to pass that there were others who didn't know that sales couldn't be made. So they called upon the druggists, and their sales flourished and blossomed even as the Bay Tree, while the waiters and the waiters fell upon evil days and cursed "conditions."

Robins Opens New Office in Richmond

A. H. Robins Co., Inc. manufacturers of ethical pharmaceuticals, has announced the opening of its new main offices at 1407 Cummings Drive, Richmond 20, Va., in the modern \$1,500,000 plant which will be formally dedicated during the company's 75th anniversary observances, April 20 to 25, this year.

The new headquarters, which will bring offices, research laboratories and manufacturing, packaging and shipping operations under one roof, covers approximately two acres in a new industrial area north of downtown Richmond. The site includes 10 acres, with space for landscaping, freight spur lines, motor truck approaches and a reserve area for future expansion.

Construction is of brick and reinforced steel with ample use of glass. The modern atmosphere is enhanced by the spacious entranceway and lobby, the choice of paneling in general and executive offices, and the gleam of stainless steel equipment.

★ *For Better Service* ★

Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.

AN OLD SOUTHERN CUSTOM...



More Popular Than Ever!



FROM THE LOVERS of yesterday the lovers of today have inherited the Old Southern Custom of giving Nunnally's. And they are using Nunnally's Box Bountiful more and more as a symbol of affection. Why not give that lovely lady a thrill with a box of Nunnally's today?



GIVE
Nunnally's
THE CANDY OF THE SOUTH

"Yon Goat" & Chlorophyll

With interest in chlorophyll derivatives at a high level, the following statement by Dr. Howard Westcott is of particular significance at this time:

"Important therapeutic and deodorant applications of chlorophyll derivatives have unfortunately become confused with reports of chlorophyll popcorn and chlorophyll diapers, with some pretty mediocre television humor and with a rhythmic but inaccurate couplet about the goat.

"Take the question of why a goat reeks even though he stands on a hill eating his fill of chlorophyll. It is appalling how many scientifically qualified people have been victimized by that goat. The fact of the matter is that the goat's digestive system and the goat's odor are biologically unique and not to be compared with normal human digestive processes or odors. Moreover, when a goat eats grass he is partaking of an oil soluble chloroplast. He does not have the capacity to convert this to the type of chlorophyll derivatives which have been clinically proved to have the deodorizing property. Thus there is much rhyme, but no reason to the oft repeated couplet about the goat and chlorophyll.

"May I point out once and for all, that the action of green grass has no more to do with the action of processed chlorophyll than the action of coal tar has to do with the well-known coal-tar derivative, aspirin. One would not expect coal miners to be free of headaches because they inhale coal dust. Nor should anyone who understands the subject expect a grass eating goat to be free of odor.

"Equally disturbing are the ridiculous applications of chlorophyll which have no relationship to the clinical work that has been done. Some promotionally minded manufacturers and advertisers put a little chlorophyll in a product and then invoke sound research which has been done on different products, different dosages and different applications. They may be successful in fooling the public for a while. But in the longer view, they are inviting public and professional disappointment with chlorophyll prod-

ucts and unfortunately, the harm done by the chlorophyll popcorn and the chlorophyll impregnated baby pants hurts not only them, but sound products as well. This hampers the serious scientific work in the field. Those of us who have spent years of study on chlorophyll's legitimate use in medicine have a right to be upset when we see impossible values attributed to it.

"On the other hand, it should also be pointed out that we are only on the threshold of a full understanding of the properties of chlorophyll and of the values it may hold when it is properly applied."

Oldest

F. B. Hayes of Oxford has the distinction of being the oldest pharmacist in the state from the standpoint of registration. His license No. is 603, issued by the Board of Pharmacy in 1890.

ALWAYS THE BEST
for druggists only.
Lower Cost—Greater Benefits.



If not yet a policyholder it will
pay you to inquire.
Consult our Agents

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North Carolina State Agent
P. O. Box 688
Chapel Hill, North Carolina

Ralph M. Crosson,
South Carolina State Agent
1812 Marion Street
Columbia 3, South Carolina

WHAT THE CLUBS ARE DOING

Wayne County Drug Club

Members of the Wayne County Drug Club met in Goldsboro at Griffin's Barbecue on February 18, with President Herbert Taylor presiding.

Copies of the recently adopted constitution and by-laws were distributed to the members.

Pharmacists from nearby counties will be invited to affiliate with the Club, and if sufficient interest arises, consideration will be given to changing the name of the organization.

NCPA Secretary W. J. Smith was guest speaker. He discussed various bills of interest which have been introduced in the General Assembly.

Greensboro Drug Club

The Greensboro Drug Club met at the Mayfair Cafeteria on February 20 for its regular monthly meeting.

Following an informal talk by W. J.

Smith of Chapel Hill, the Club held an open forum discussion. Stock duplication, prescription pricing, admission of pharmacy students to the School of Pharmacy and pending legislation in Raleigh were some of the subjects considered by the members.

Directors Nominated

Thirteen pharmacists from an equal number of counties have been nominated as directors of the Northeastern N. C. Drug Club. Election of the directors will take place in March when the Club meets in Washington.

The list of nominees includes W. P. O'Neal, Belhaven; S. G. Nelson, Aulander; W. H. Hollowell, Jr., Edenton; J. M. Anderson, New Bern; M. K. Fearing, Jr., Manteo; and Sam Jenkins, Walstonburg.

R. R. Copeland, Ahoskie; E. L. Bradshaw, Kinston; C. B. Clark, Jr., Williamston; C. P. Mitchell, Elizabeth City; S. M. Edwards, Sr., Ayden; R. S. Knight, Jr., Columbia; and L. N. Womble, Jr., Plymouth.



NORTHEASTERN N. C. CLUB—Members of the Northeastern N. C. Drug Club are shown above as they gathered recently in Greenville to hear an address by B. M. Martin, District Narcotic Supervisor. The Club's membership comes from thirteen counties.

Wilmington Drug Club

Mr. N. A. Avera, social security director for Southeastern N. C. area, was the guest speaker at the February meeting of the Wilmington Drug Club. Forty members attended the meeting.

The speaker gave an interesting and informative talk on social security problems, requirements and benefits.

The Club agreed to sponsor a float in the coming Azalea Festival Parade. Annual Ladies Night banquet is scheduled for March 13.

P-D Reports Earnings

Parke, Davis & Company, world-wide pharmaceutical firm, reported net sales of \$126,313,461 and net earnings of \$16,256,343 for 1952.

The net sales were the second highest in the company's 86-year history. Record net sales of \$138,136,475 were reported for 1951.

The net earnings were the firm's third highest, being exceeded only by the record net earnings of \$19,053,742 in 1951 and

\$17,864,830 in 1950. The 1952 net earnings equalled \$3.32 on each of the 4,894,780 shares outstanding, compared with \$3.89 in 1951 and \$3.65 in 1950.

Harry J. Loynd, president, said "Parke, Davis & Company shared in the sales and profit decline which characterized practically the entire pharmaceutical industry last year, the ethical manufacturers being particularly affected."

Winston-Salem Drug Club

A talk on "Selling Psychology" by Fred Johnson of Parke, Davis & Company, Atlanta, was the feature event of the February meeting, Winston-Salem Drug Club. Enthusiastic reports have reached us of the exceptionally practical talk which Mr. Johnson made at the meeting.

Information

We were amused at a sign posted in a two-bit restaurant: "Don't ask us for information. If we knew anything, we wouldn't be in the cafe business."



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

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A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

Plans for Convention Mapped by Joint Group

The Association's executive committee and guests (story on page 103) met in Chapel Hill on Feb. 11 at the same time officers of The Woman's Auxiliary gathered to discuss Convention plans.

Following a luncheon served in the Institute of Pharmacy, the joint group assembled on the Institute stage for a picture, with the results indicated below.

In the front row, left to right, are Mesdames J. Paul Gamble, Hoy A. Moose, Graham Culbreth, W. S. Gibson, Sam Jenkins, Latham West and W. A. Ward.

In the rear, left to right: Joe Barbour, Bill Gibson, W. A. Ward, J. Paul Gamble, J. C. Jackson, W. Latham West, Herbert Lovett, Sam Jenkins, B. R. Ward, Bill McDonald, Louis Shields, C. D. Blanton and G. E. Andes.

Mrs. Wesley Viall of Pinehurst, the Convention prize chairman, was present but not shown in picture. Mrs. James Darlington, Auxiliary president, was unable to attend the meeting on account of illness.

Roseboro Pharmacist Killed

P. J. Melvin, Roseboro pharmacist, was killed in an automobile accident near Fayetteville on March 4. His car skidded on wet pavement and smashed broadside into an approaching car.

The deceased was a brother of M. B. Melvin, Raleigh pharmacist.

Building that has housed profitable drug business for over 35 years. Corner stand. Good location in Western North Carolina Tourist Center. Write: W. B. Wilson, Jr., Druid Hills Avenue, Hendersonville, North Carolina.

Super Salesmanship

This is the way we heard it, omitting the principals involved:

A customer walked into a drug store and called for a bottle of a well known product. While the clerk was wrapping the item up, the customer inquired, "Are you sure you can sell this product to me?"

"Yes," the clerk stated, "there is no restriction on its sale." A bit puzzled, the clerk asked the customer why he felt the product could not be freely sold.

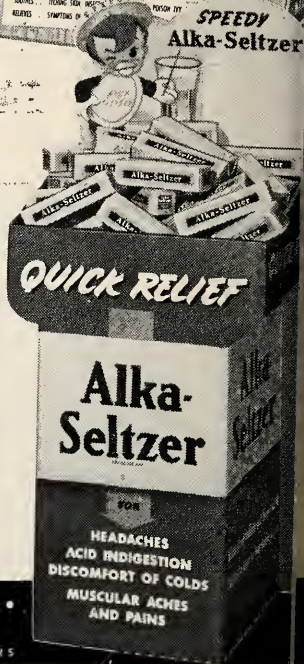
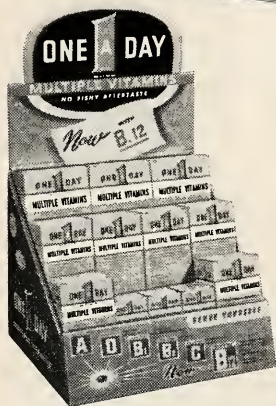
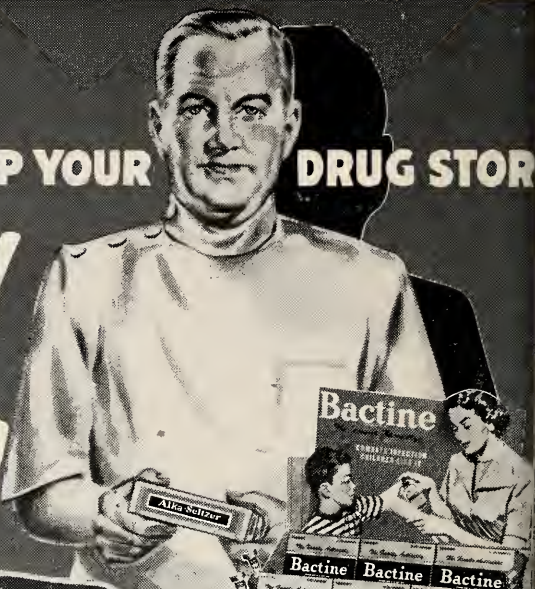
"Well," said the customer, "I've been in XYZ drug store three different times for this product, and came away with something different every time."



Why Behind a Counter?

KEEP YOUR

DRUG STORE



If products are easy to see, they're easy to sell! Ask your Miles Man to install an ALKA-SELTZER island Merchandiser and one or more self-service counter displays featuring Miles' merchandise. He'll be glad to do it; YOU'LL be glad he did it!

MILES LABORATORIES, INC.
ELKHART, INDIANA
PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

HOWELL HALL HAPPENINGS

The best recent news was a newspaper announcement that it was expected that funds for a new pharmacy building would be included in a \$15,000,000 bond issue which would not have to be submitted to a vote of the general public.

Miss Edith W. Trosper of Greensboro won first prize consisting of a leather traveling bag and a Whitman's Sampler in the contest in which students made contact with pharmacists for the North Carolina Pharmaceutical Research Foundation. Second and third prizes consisting of packages of useful materials, were received by Mr. Ralph Smith, Kinston and Mr. Thomas Keating, Asheville. The prizes were given by Mr. Roger A. McDuffie, President of the N. C. Pharmaceutical Research Foundation and Mr. P. A. Hayes, Vice-President of the Foundation and President of the Justice Drug Company.

On February 2 Dean E. A. Brecht started an evening course in First Aid. The Standard Course of the American Red Cross was offered for majors in physical education and members of the Alpha Phi Omega service fraternity. The latter group is primarily responsible for maintaining the first aid stations at the football games.

The February meeting of the Student Branches of the N.C.P.A. and A.Ph.A. consisted of a play given by the members of the Phi Delta Chi fraternity. Considerable interest was created by the advertising: "Five letters?" It turned out that the five letters represented the word THINK and the play showed typical experiences during the four years of education in the School of Pharmacy.

Dean E. A. Brecht addressed the Rotary Club of Chapel Hill on February 11. The subject of his talk was the Centennial Celebration. Good publicity was received concerning the need for a larger pharmacy building.

The course in drug store accounting taught by Mr. F. C. Hammerness was greatly strengthened this year by a generous gift from Eli Lilly Company. Each student received a copy of "Accounting and Record System for the Retail Drug Store" plus mimeographed practice data to enable the

students to keep books for a typical drug store throughout a one year cycle.

Captain Jack A. Creech visited the School of Pharmacy on February 2 with his wife and two children. He is now in charge of a medical depot in Newfoundland. His address is 6600th Air Depot Group, Pepperell Air Force Base, St. Johns, Newfoundland.

Rho Chi

Reported by FRANK FERGUSON

Mr. William Paul Powell, a junior in the School of Pharmacy, from Horse Shoe, N. C., was tapped into the Rho Chi Honor Society at the February 2 meeting of the Student Branches.

Kappa Psi

Reported by CLEGG HERRIN

On Wednesday, February 4, elections were held at Kappa Psi to select the new officers for the school year 1953-1954. The new officers are:

Regent—Clegg Herrin, Albemarle
Vice-Regent—James Knight, Columbia
Secretary—Ralph Ashworth, Fuquay Springs
Chaplain—John Mills, Cliffside
Historian—Al Mebane, Lexington, Ky.
Pledgemaster—Graham White, Burlington
Assistant Secretary—Lionel Perkins, South Boston, Va.

Assistant Treasurer—Wayne Polk, Marshville.

About thirty of the Kappa Psi's are planning to get an early start on spring this year. On the week-end of February 28 they are going to Virginia Beach. They will stay at the Essex House owned by Mr. Harrell, father of Wiley Harrell, a member of the fraternity.

Mr. Bill Sisk of Asheville was recently pledged.

Phi Delta Chi

Reported by WM. H. PATTON

Phi Delta Chi will celebrate its annual "weekend" with a banquet on Saturday night, February 28. The night before will be the first of a series of monthly social functions.

Frank E. Wells of Roseboro became a pledge on February 11.

CAPUDINE

is the Liquid Headache and Neuralgia Relief that has always been promoted for sale only through *Druggists*.

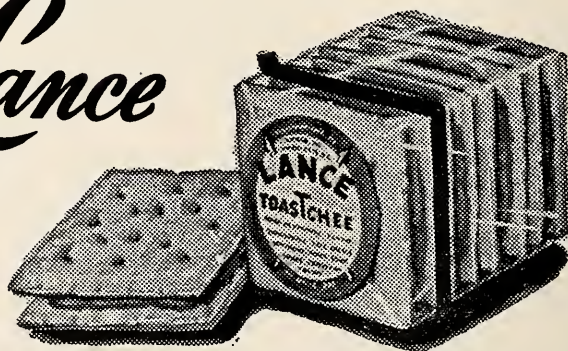
For over 50 Years Capudine advertisements have directed the consumers to "Get Capudine from your *Druggist*."

*"A Good Product
Consistently Advertised"*

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

ASK FOR

Lance



Peanut Butter
SANDWICHES

Marriages

Miss Genevieve Gallen and Pharmacist Ernest John Rabil of Winston-Salem were married February 7. Mr. Rabil, a native of Weldon, is manager of Bobbitt's College Pharmacy, Winston-Salem.

Miss Mary Ramona Caldwell of Wadeville and Donald Leon Bennett of Albemarle were married in the First Baptist Church of Mount Gilead on January 31. Mr. Bennett recently returned to the Centre Drug Store, Albemarle, after two years of service in the armed forces.

Miss Evelyn Stutts and Keith Hunsucker of Gibson were married February 22 in the Cameron Baptist Church, Cameron, N. C.

Mrs. Hunsucker attended Mars Hill College and the UNC School of Pharmacy. She was licensed as a pharmacist in 1949, and since that time has practiced in Gibson and Lincolnton. She is now co-owner of Gibson's Drug Company.

The bridegroom attended Tennessee Wesleyan College in Athens, Tenn.

Engagements

Mr. and Mrs. James Allen Hill of Wilson have announced the engagement of their daughter, Betty Clyde Hill, to Paul Branch Bisette, Jr., son of Pharmacist and Mrs. Paul Bisette of Wilson. A June wedding is planned.

Births

Born to Mr. and Mrs. T. P. Rhyne, Jr., Greensboro, a daughter, Allison Ann Rhyne, on January 17. The grandparents are Pharmacist and Mrs. Rowe Campbell of Taylorsville.

OBITUARIES

JAMES C. BOWMAN

James Clayton Bowman, age 90, died at his home in Berea, Ky., on February 11. A native of Bakersville, Mr. Bowman was the father of F. O. Bowman, attorney for the CPA.

Mr. Bowman founded the Bowman Academy in North Carolina in 1890 and twice

was principal of Bakersville High School. He was county clerk and county judge of Mitchell County, and served two terms in the N. C. General Assembly.

He moved to Berea in 1907 to accept a position as professor in the Foundation School. Later he served as principal of the Berea High School.

Survivors include the widow, eight sons and four daughters.

MRS. ROGER A. McDUFFIE

Mrs. Roger A. McDuffie, age 53, of Greensboro, died at her home on February 22 after a critical illness of several weeks. She had been in declining health for several years.

She was the wife of Roger A. McDuffie, a member of the State Board of Pharmacy and president of the N. C. Pharmaceutical Research Foundation.

A graduate of Woman's College, Mrs. McDuffie was one of the organizers of the Witherspoon Art Gallery at the College. She was active in local garden, book and study clubs.

In addition to Mr. McDuffie, survivors include one son, Roger A. McDuffie, Jr. of the Air Force; two brothers and two sisters.

R. H. PATTERSON

Robert Henry Patterson died at the Briggs Hotel, Wilson, N. C., on February 15.

Well known throughout Eastern, N. C., where he formerly represented a wholesale drug firm, Mr. Patterson had made his home in Wilson for many years. He established a number of drug stores in the area immediately adjacent to Wilson.

Prescription Balances Repaired

Accurately
Speedily Economically
Our convenient Southern location
and competent shop technicians
eliminate useless waiting and de-
crease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.

DOINGS OF THE AUXILIARIES

The Apothecary Club

MRS. E. W. ROLLINS, *Reporter*

The Apothecary Club held its February meeting Thursday night, February 5th, at the home of Mrs. Craig Lewis with Mrs. Leslie Myers and Mrs. B. G. Warren as joint hostesses. There were about twenty-two regular members present and two new members. The new members were: Mrs. C. B. McKenzie and Mrs. Frances Vessels.

Mrs. A. L. Fishel, President, presided. The roll was called and the minutes read.

A nominating committee was appointed for selecting the officers for next year. Mrs. Craig Lewis is chairman of the committee, and serving with her is Mrs. Sam Welfare and Mrs. Wade Gilliam.

Several interesting contests centered around the Valentine idea were held and enjoyed by all. Delicious refreshments were served by the hostesses.

News Items

Mrs. H. P. Watson and son John are having a two weeks' vacation at Winter Haven, Florida.

Craig Lewis, Jr., son of L. C. Lewis, is attending Oak Ridge Military Institute.

Mr. and Mrs. E. E. Merchant, Jr., and daughter recently visited friends in Raleigh, N. C.

Leon Cahill attended the Rexall Meeting, February 6th, in Richmond, Va.

Mrs. B. G. Warren visited Mr. and Mrs. B. L. Griffin in Raleigh, N. C.

John Lewis Fishel, son of Mr. and Mrs. A. L. Fishel, graduated in Medicine at Duke University in December. He and his wife, who was Louise McCloy of Monticello, Ark., visited his parents a week during December. They then spent a week with Mrs. Fishel's parents and from there went to Los Angeles where Dr. Fishel will intern in the Los Angeles General Hospital.

Raleigh Auxiliary

MRS. H. G. PRICE, *Reporter*

Mrs. M. B. Melvin, Mrs. Frank Peacock and Mrs. G. W. Gregory were prize winners

Thursday night, January 29th, when members of the Raleigh Woman's Drug Club were entertained at a bridge and canasta party following a regular business session.

Mrs. Moffitt Moore conducted the meeting at the home of Mrs. H. M. Stilley on North Blount Street. Mrs. W. F. Matthews, chairman of the club's March of Dimes Committee, urged members to contribute during the drive.

Mrs. R. L. Brown, Mrs. James E. Norton and Mrs. Gregory were welcomed as new members.

The hostess group included Mrs. Frank Handy, Mrs. K. E. Handy, Mrs. R. V. Hunter, Mrs. D. L. Jordan, Mrs. Banks Kerr, Mrs. Osborne Lucas, Mrs. James Lee, Mrs. W. F. Matthews, Mrs. Henry Melvin and Mrs. M. B. Melvin.

Wilmington Auxiliary

MRS. W. R. ADAMS, *Reporter*

The Wilmington Drug Club Auxiliary held its January meeting on Wednesday evening, Jan. 21, at the home of Mrs. D. B. Seitt with Mrs. R. E. Carter, Jr. as co-hostess.

A short business meeting was conducted by Mrs. W. R. Adams, president.

Mrs. Harold Fountain, Salvation Army representative, reported on a business luncheon that she had attended and told of several projects that required the help of the Auxiliary. It was decided that the Auxiliary would furnish one layette and bring canned goods for the pantry shelf at the next meeting.

Several members volunteered their services for the Handcraft Classes held on Saturday mornings.

Tables were then set up for bridge and canasta. Prizes were awarded for high and low scores in bridge to Mrs. J. H. Clendenen and Mrs. W. R. Adams. High Score in canasta was awarded to Mrs. W. T. Glendon Jr. and Mrs. Raymond Myers, a sister of Mrs. T. E. Overly from Bronxville, N. Y. was awarded a guest prize.

The hostesses served delicious refreshments.

Charlotte Auxiliary

MRS. FLOYD JOHNSON, *Reporter*

The Charlotte Auxiliary had one of its most interesting meetings when it met for luncheon at the YWCA on February 10. Two very important subjects got the major time for discussion: the wonderful number of new members and prospects for one of the biggest events of the organization—the annual bridge and canasta benefit.

Mrs. Robert White presided at the meeting and Mrs. H. L. Bizzell gave the invocation. The tables were attractively decorated by Mrs. Raymond Cobb and her committee.

After the luncheon, Mrs. White called on the Secretary, Mrs. Kendall, for her minutes after which Mrs. Riggsbee reported the treasury balance. Reports were heard from Mrs. Blackmon, Mrs. Barnhardt, and other committee chairmen. Mrs. Blackmon also gave a report from Mrs. T. E. Whitehead, who was unable to be with us Tuesday. She brought news from Mrs. T. N. Edwards, an Honorary member, who has been ill. The Auxiliary has been missing her very much and hopes she can be with us again very soon.

Mrs. Johnny Bennick had five prospective members and Mrs. Fred Robertson and Mrs. Jim Holliday joined the Auxiliary. Mrs. Robertson's husband is with Wyeth, Inc. and Mrs. Holliday's with Bauer and Black. Mrs. Claude Norman, Mrs. T. L. Stribling and Mrs. Ed Gardner were guests.

Mrs. Clyde Lisk, Jr., Entertainment Chairman, gave the final report on plans for the benefit bridge party. Prizes this year are bigger and better than ever and a partial list of the prizes with their donors was read. We were all amazed at the success these ladies have had and it is evidence of the hours of work they have put into making this the most successful event our organization has ever had. We are all looking forward to a wonderful time. We hope our late president, Mrs. Darlington, will be with us that day, too.

Members of the social committee are Mrs. Clyde Lisk, Mrs. J. A. Monroe, Mrs. J. W. Bennick, Mrs. P. L. Van Every, Mrs. A. B. Morgan, Mrs. H. E. McGinn, Mrs. W. K. Gardner, Mrs. George Hughes, Mrs. L. L. Maule, Mrs. W. H. Van Every, Mrs. B. M.

Stone, Mrs. J. E. Allen and Mrs. Russell Tucker.

It was announced that plans were being made for a fashion show at the March meeting, to be held at Efrids.

There were forty members and guests present.

News Briefs

Lawton Johnson, son of Mr. and Mrs. Floyd Johnson, enlisted in the Airborne Army on February 1st. He is stationed at Fort Campbell, Ky.

Mr. and Mrs. Joe Monroe returned Thursday, Feb. 12 from New York where they had gone to see their daughter, Carolyn, off to Germany.

Mrs. T. E. Whitehead visited her mother, Mrs. L. E. Harrigal, in Augusta, Georgia several days the first week in February.

Friends are delighted to know Mr. S. A. Beaty is out again after his accident February 9th. Mr. Beaty had parked his car and was walking back to his office when a passing car hit a parked car and pinned him against a wall. Though he suffered painful bruises he says he was fortunate not to have had much more serious injury. Mr. Beaty is Manager of Burwell & Dunn Company.

Mr. and Mrs. Robert Lee White left Wednesday February 18th for a week's stay at Coronado Beach, Florida where they will visit Mr. White's parents. Mrs. White is President of our Auxiliary and Mr. White is President of the Drug Travelers of Charlotte.

Master Sergeant Howard E. Whitehead has been released from the army after serving two years and is at home for the present with his parents, Mr. and Mrs. T. E. Whitehead. Mr. Whitehead is the owner of Whitehead Pharmacy.

Greensboro Auxiliary

KATHERINE WHITELEY, *Reporter*

The Greensboro Drug Club Auxiliary held its regular luncheon meeting Feb. 24 at the Mayfair Cafeteria.

Mr. Chas. W. Phillips, public relations director of Woman's College, spoke on Americanism. Among other things he gave three points which he thought had made America what it is: (1) our interest in people; (2) our freedoms; (3) our ability to meet all challenges and crises and still move on.

The business session was opened with prayer, led by the Chaplain, Mrs. J. H. Best. Mrs. A. A. Gwynn, president, welcomed a new member, Mrs. E. K. Showfety, who was formerly a member of the Raleigh Auxiliary.

Mrs. E. P. Gaddy, who had arrangements of early spring flowers on the tables, was hostess. Mrs. J. T. Usher received the door prize.

Before adjournment, plans were discussed for a benefit bridge to be held the latter part of April. Arrangements to be taken care of by the Ways & Means Committee headed by Mrs. Stephen T. Forrest.

PICTURES ON PAGE 96

LEWIS MOUCHET FERGUSON
Gastonia

Born February 7, 1931 in Rutherfordton; Single; Member of N.C.P.A. Student Branch four years; A.Ph.A. one year, Kappa Psi Fraternity three years; Vice-President of Senior Class; Was employed by Kennedy's, Inc., Gastonia summer of 1946; After graduation will be employed by Kennedy's, Inc., Gastonia; Univ. address, 117 West Rosemary Street.

CLARENCE GRAHAM FISHER
Clinton

Born August 19, 1928; Single; Served with U. S. Marine Corps 1946-48; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year, Kappa Psi Fraternity two years; Was employed at Reynolds Drug, Clinton September 1949 to June 1950, McLean Pharmacy, Clinton summer of 1952; After graduation will be employed by McLean Pharmacy, Clinton; Univ. address, 117 W. Rosemary Street.

CALVIN MOORE FLOYD, JR.
Roanoke Rapids

Born January 15, 1931 in Roanoke Rapids; Single; Member of N.C.P.A. Student Branch, 1949-53, A.Ph.A. 1952-53, Kappa Psi Fraternity 1950-53; Was employed at Rosemary Drug Company, Roanoke Rapids summers 1952, 53; Will be available for employment after July 1; Univ. address, 8 Old East Dormitory.

PICTURE ON PAGE 98

THALIA ANDREW PAPPAS
Charlotte

Born August 6, 1931 in Charlotte; Single; Member of N.C.P.A. Student Branch four years, A.Ph.A. one year, Kappa Epsilon three years; Available for employment after July 1; Univ. address, 321 Alderman Dormitory.

PICTURES ON PAGE 100

KENNETH L. WIGGINS
Goldsboro

Born August 25, 1931 in Wayne County; Single; Member of N.C.P.A. Student Branch three years, Rho Chi Fraternity; Was employed by Goldsboro Drug Company, Goldsboro; After graduation will be employed by Goldsboro Drug Company, Goldsboro; Univ. address, 5 Pettigrew Dormitory.

JOHN COIT WRIGHT
Polkton

Born April 16, 1930 in Polkton; Single; Member of N.C.P.A. Student Branch three years, A.Ph.A. one year; Prefers hospital pharmacy after July 1; Univ. address, 5 Pettigrew Dormitory.

Wilmington Auxiliary

Reported by MRS. W. R. ADAMS

The Wilmington Drug Club Auxiliary held its February meeting on the 18th at the home of Mrs. J. H. Clendenin, with Mrs. W. A. Morton as co-hostess.

A short business session was held, with the president, Mrs. W. R. Adams in the chair.

It was decided the members would individually supplement the basic items listed for the Salvation Army layette, which the Auxiliary had agreed to furnish at the previous meeting. A large number of canned goods was also collected for the pantry shelf from the members present.

The Auxiliary voted to have a luncheon meeting in March, with Mesdames James Darlington and W. J. Smith as invited guests.

Mrs. W. C. Brantley was appointed chairman of the arrangements committee.

Tables were set up for bridge and canasta. Mesdames W. L. Hickmon and B. C. Brown were winners for bridge, and Mrs. Henry Greene was awarded high score prize for canasta.

The hostesses served a delicious course, carrying out the Valentine motif.

A Note from Further South

Tom Hood writes from Florida: Recently I opened a new professional pharmacy (Hood's Pharmacy) at 1616 North Ft. Harrison Avenue, Clearwater, Florida. This store does not have a soda fountain. I always thought a store would go broke without a fountain. I find just the opposite. While I have disposed of the Dunedin store, I still maintain my home in that town. Mr. J. V. D'Anna, a pharmacist from Detroit is helping me now.

Justice and the Orange

There is a story told of the late Chief Justice Hughes, that in order to retain his erect, youthful carriage, he practiced walking around a room for fifteen minutes a day with an orange balanced on his head.

The Justice, as usual, was right. Whether by this exercise or by sheer will power, he kept his head unbowed. Perhaps even more beneficial would have been the internal use of the orange. For in the new science of geriatrics—care of the aged—orange juice is an important source of an essential vitamin. Dr. I. W. Winfield writes in *Nursing Home Administrator* that orange juice is recommended by specialists in geriatrics for increasing the fluid intake of older persons, and for raising the low vitamin C reserve that is characteristic in aged people. Citrus fruits are also found to have a stimulating effect on the digestive glands, so that they are particularly helpful to people of advanced years who have little appetite for food. Without some stimulus, such people tend to consume an inadequate diet, but citrus fruits both provide essential vitamins themselves and help to awaken the desire for other necessary foods.

New 1953-1954 Blue Book

Uses Special Symbols to Designate "Rx Only" Drugs, Narcotics, and Exempt Narcotic Preparations

The new 1953-1954 *American Druggist Blue Book*—644 pages loaded with 84,207 up-to-date prices and products—is being mailed today. This book is free to the retail pharmacists of America.

Three helpful symbols have been incorporated into the new *Blue Book*:

"Rx only" products are designated by (Rx)

Narcotic preparations are designated by •

Exempt narcotics are designated by ○
Published in a special easy-to-read type, the 1953-1954 *Blue Book* also includes these features:

1. Current Fair Trade Minimums.
2. Prescription Refresher Course.
3. Merchandising Manual.

4. Store Equipment Department.

5. Animal-Poultry Health Guide.

6. Index of over 7,000 Manufacturers.

Pharmacists, who want additional copies of the *Blue Book*, may purchase them at \$7.00 per copy. Send check, cash, or money order to *American Druggist Blue Book*, 250 West 55th Street, New York 19, N. Y.

Eye Opener

"Productive Sales Techniques" in the March 2nd issue of the *N.A.R.D. Journal* hits home the lack of a sound training program for the drug store's sales staff. The article is based on a survey made by a manufacturer on selling practices in the drug store by sales clerks.

The manufacturer selected a group of people who became "store shoppers." Each of these shoppers were given 10 or 15 dollars and instructed to enter drug stores and ask for a roll of adhesive tape. The shopper clearly displayed a five dollar bill in each of the stores he visited. In almost every instance, the sales clerk sold the shopper a roll of adhesive tape amounting to 20 cents. No attempt was made by the majority of the clerks to trade up the shopper.



"IT'S FAMOUS

because

IT'S GOOD"

LIGHT STUFF

"The wisest men that ever you ken
Have never deemed it treason
To rest a bit—and jest a bit,
And balance up their reason;
To laugh a bit—and chaff a bit,
And joke a bit in season."

Odoriferous

Dr. Walter Hartung of the UNC School of Pharmacy sends us this interesting note:

Robert Merchke, one of our students, is preparing tropic acid, which he hopes to use in the synthesis of atropine. A starting point for this synthesis is phenylacetone, a substance that puts to shame the odors of a horse barn. Bob's skin and clothes, naturally, absorbed some of these odors.

Recently he and some pals went to a movie. The warm air of the theater soon raised the vapor pressure enough so that the aroma of phenylacetone became quite noticeable in Bob's vicinity. At the climax of the movie story he overheard the following just back of him.

Girl: It smells like a horse barn!

Boy: It isn't me, honey.

Bob took the hint and headed for fresh air.

Powerful Gun

Two old mountaineers were sitting on the porch a few nights back and one was showing the other his gun. The other was looking at the rusty old relic with an admirable grin. "That gun," went on the owner, "has killed more game, possums, coons, groundhogs, squirrels, quail and stuff like that . . . and what's more," he mentioned under his breath, "it's got me 2 sons-in-law."

Fire

Two pharmacists were discussing a recent fire. One inquired as to its cause. "Don't

know, but think it was friction—the mortgage rubbing against the insurance policy."

Prepared

In a recent trip to Raleigh my wife and I found a parking space in the downtown area next to a "restricted" sign. Just as we were leaving a big new car drove up and parked in the illegal space. After the driver locked his car he reached in his pocket, withdrew a slip of paper and placed it under the windshield wiper. We could not resist our curiosity—it was a ticket for illegal parking.

Hunting

Bill Gurley says two deer hunters came out of the woods down his way, and after exchanging a few words, one inquired of the other: "Are all the boys out of the woods?"

"Yeah."

"All six of 'em?"

"Yeah."

"And are they safe?"

"Yeah; what's this all about anyhow?"

"Why," said the first hunter, throwing out his chest, "then I've shot a deer."

GENERAL ASSEMBLY

(Continued from Page 93)

J. T. Vinson, Sr. of Goldsboro, and J. C. Kiser of Charlotte.

Dr. Millard D. Hill of Raleigh, secretary of the State Medical Society; W. L. West of Roseboro; J. C. Jackson of Lumberton, H. C. McAllister, Dean Edward A. Brecht and Pharmacy Student Gus Hudson of Chapel Hill; and Roger A. McDuffie of Greensboro spoke for the opposition.

Jarvis Alligood, representing Pitt County pharmacists, handed Chairman Worthington a petition signed by every registered pharmacist in the county asking that the bill be withdrawn.

Judiciary Committee 2 is slated to act on the bill sometime during the week of March 9-13. Final decision on this highly controversial bill is expected before another issue of THE JOURNAL goes to press.

It's Only Natural The Way They Multiply



It's your Easter sales we're talking about. When you select your gift stock from the Dogwood Room, human nature does the rest. Your customers' Easter shopping will begin and end right



Wholesale Drugs
since 1846

at your counter when they see the beautiful gift dresser sets, perfumes, pens, luggage and sporting goods. Order your profit-multiplying merchandise from Bodeker today.

The Bodeker Drug Co.

1408-1416 EAST MAIN STREET
RICHMOND 13, VIRGINIA

"More than 100 years of friendly and dependable service"

GET READY *NOW* FOR THE HOT WEATHER AHEAD
KING'S IS HEADQUARTERS FOR
THESE
SEASONABLE ITEMS!



ELECTRIC
FANS
Polar Cub
&
K. M.



PICNIC JUGS
Poloron
&
K. M.



BATH CAPS
Open Stock
&
Packed
Assortments



SUN GLASSES
Polaroid
&
Wilson



W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

APR 18 1953
S.O. BALCONY



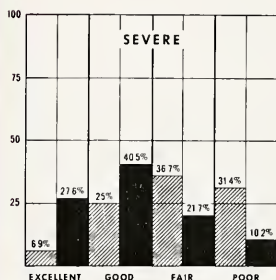
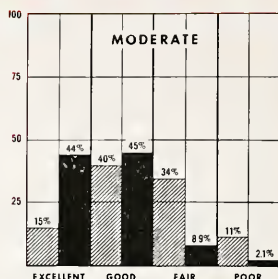
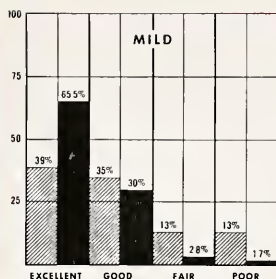
J. L. Feserman, Secretary-Treasurer of Scott Drug Company, Charlotte, receives silver service from President Walter Scott, Jr. (right) in recognition of his 40 years of loyal service to the wholesale drug firm.

IN THIS ISSUE

- House Bill 419
- The Pharmacy Board in Action
- How to Collect Past Due Accounts

April, 1953

LXIV Number 4



DEGREE OF CONTROL



Consult your Lilly medical service representative for help in establishing a Diabetic Department in your store.

***Better Control
for More Diabetics***

Striking improvement is shown in the control of 1,281 carefully studied diabetic patients who were given NPH Iletin (Insulin, Lilly) for comparison with prior Insulin management. Of the 1,281 cases, 522 were classified as severe, brittle, or juvenile; 562 as moderate; and only 197 as mild. Although no single modification of Insulin can be expected to meet all the requirements for all patients, results with NPH Insulin appear to be as good as, or often far better than, those obtained by other means.

Graphs reproduced from *Diabetes*, 1:293, 1952.

Eli Lilly and Company
Indianapolis 6, Indiana, U. S. A.

NPH Iletin (Insulin, Lilly)

otably effective

CHLOROMYCETIN (chloramphenicol, Parke-Davis) is readily absorbed, crosses tissue barriers easily, and gets where it is needed quickly. Its unexcelled tissue diffusibility is one of the features that enables CHLOROMYCETIN to produce rapid defervescence, to relieve symptoms associated with infections, and to hasten recovery.

well tolerated

CHLOROMYCETIN is distinguished by outstanding freedom from irritation and sensitization when applied locally for eye or skin disorders. Administered systemically, CHLOROMYCETIN is noted for the infrequent occurrence of even mild gastrointestinal and other side effects. Serious blood disorders following its use are rare. However, as a potent therapeutic agent, it should not be used indiscriminately or for minor infections—and, as with other potent drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

road spectrum antibiotic

Chloromycetin®

Chloromycetin is prescribed in the following forms:

Chloromycetin Kapsels,® 250 mg., bottles of 16 and 100.
Chloromycetin Capsules, 100 mg., bottles of 25 and 100.
Chloromycetin Capsules, 50 mg., bottles of 25 and 100.
Suspension Chloromycetin Palmitate, equivalent to 125 mg. Chloromycetin per teaspoonful (4 cc.), 60-cc. bottles.
Chloromycetin Ophthalmic, 25 mg. dry powder for solution, individual vials with droppers.
Chloromycetin Ophthalmic Ointment, 1%, ½-ounce collapsible tubes.
Chloromycetin Cream, 1%, 1-ounce collapsible tubes.
Ampoules Chloromycetin Solution, 2-cc. ampoules containing 250 mg. Chloromycetin in each cc., packages of 6.



Parke, Davis & Company
DETROIT, MICHIGAN

***For the Pharmacist
and members of the T.M.A.***

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

Honored

FOR EXCELLENCE



MY HOBBY BOX



Hollingsworth's

UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS

An Organization Built With You In Mind

- Success in the wholesale drug business is built with you in mind. It is only thru genuine personal interest in your welfare that Owens & Minor has gained its leadership.
- Our salesmen are chosen for their ability to serve you. To give you the best guidance possible. To keep you informed of the latest merchandising trends. To keep you posted on the newest products.
- Our customers have learned to depend on the O-M organization. They know it was built with their needs in mind. If you are not a customer of Owens & Minor, now is the time to start.



OWENS & MINOR DRUG CO., INC.

1000 E. CARY STREET
RICHMOND, VIRGINIA

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
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W. J. SMITH, MANAGING EDITOR

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No. 4

House Bill 419

In an open letter to the Editor of *The Raleigh News & Observer* on March 31, Paul H. Thompson of Fairmont stated his objections to the unusual procedure "that had been used to ramrod H.B. 419 through the House of Representatives after the bill lay dormant in committee for approximately five weeks." A full page was used by the paper in reproducing Mr. Thompson's letter.

In a preceding edition of *The News & Observer* (March 28), Rep. B. T. Falls, Jr. of Shelby is reported to have remarked: "I'm tired of that anvil choir in Chapel Hill . . . that crowd has put out more propaganda than Hitler put out during the war, and there's not a word of truth in it."

Rep. Falls was chairman of a sub-committee that prepared a "Substitute to H.B. 419." Major difference of the Substitute Bill from the original is that it provides for an examination to be given by the Board of Pharmacy "limited to a practical examination in filling physicians' prescriptions." Persons passing the practical examination could receive a "limited service license."

Since introduction of H.B. 419, members of the General Assembly have been flooded with letters, telegrams, phone calls and visits by interested persons. Without attempting to detail all the varied activity that has gone on in connection with this bill, we cannot call any piece of pharmaceutical legislation that has evoked the intense interest that now being manifested in H.B. 419.

Dean Edward A. Brecht of the School of Pharmacy, UNC, prepared a brief analysis

of the Substitute Bill and forwarded it to several members of the General Assembly known to be interested in the proposed legislation. Since Dean Brecht's brief incorporates some of the major arguments used by the opponents of H.B. 419, we reproduce part of the brief here for the information of JOURNAL readers:

"This bill is a dangerous threat to the health and welfare of the general public because it reduces the amounts of technical ability and education required of persons legally allowed to fill physicians' prescriptions and render other pharmaceutical services. Other pharmaceutical services include consultative advice to physicians when requested, the selling of poisons, emergency advice in cases of poisoning, etc. The Federal law even restricts the sale of rubbing alcohol (ethyl alcohol) to licensed pharmacists.

"Physicians expect that their prescriptions will be checked for safety by the pharmacist, and if damage results from a prescription it is the pharmacist, not the physician, who is legally responsible. Competence in pharmacy cannot be gained merely by ten years of filling prescriptions under supervision. It is obvious that the supervising pharmacist has undertaken the special and difficult tasks during the period. Only formal education with laboratory work, both in pharmacy and the allied sciences of chemistry, botany, zoology, physiology, and pharmacology can give the scientific knowledge required to perform and understand modern pharmaceutical services.

"It is significant that the word 'limited' is used twice in the substitute bill, but in both cases without definition:

First: 'The examination . . . shall be limited to a practical examination in filling physicians' prescriptions . . .' The drug store clerks for whom this law is proposed

(Continued on Page 184)

Two New Pharmacies Established in Wilmington

The State's list of licensed pharmacies continues on the increase. Here are the recent additions:

(1) Carolina Drug Store, 108 Front St., Wilmington. Wilbur R. Adams of Carolina Beach, owner.

(2) Swansboro Drug Store, 9 Front St., Swansboro. Arthur C. Kyser will be in charge of the prescription department.

(3) Walgreen Company, 226 N. Front Street, Wilmington. V. J. Lindenschmidt, pharmacist in charge.

(4) Yancey Pharmacy, Burnsville. James P. Greene, formerly of Bakersville and a graduate of the UNC School of Pharmacy, will manage the newly established Pharmacy.

Charles H. Gaddy has assumed active management of the Salemburg Drug Company, Salemburg, which for many years was operated under a permit to Dr. D. M. Royal.

Almands Drug Store, Carolina Beach, will occupy the building which formerly housed Seashore Drugs. The building was taken over by new owners when Guy Tripp consolidated the Beach store with the firm he is now operating in Wilmington. Le Roy Lanier, Jr. will be pharmacist in charge.

Twenty Pharmacists Added to Roster

Pharmacists licensed by the State Board of Pharmacy as a result of the February exams include George H. Anders, Rowan Memorial Hospital, Salisbury; George C. Cocolas, Chapel Hill; James H. Fletcher, Evans Rexall Drug, Marion; Carroll C. Graham, Sunset Hills Drug Co., Greensboro; and Clayburn I. Hawkins, Brown-McFalls Drug Co., Madison.

C. E. Kimsey and Robert W. Meschke, Chapel Hill; John D. Quick, Jr., Rufus Hairston's Drug Store, Winston-Salem; Victor Lee Riggsbee, Jr., Charlotte (now in service with Navy); and Glenwood Lee Williams, Butler & Carroll Drug Co., Dunn.

During the past two months nine pharmacists have been licensed in the State by

reciprocity: Dallas W. Ruehlen (Kansas); John Hubert Bius (Georgia); Grady Smith (Georgia); Simon Shultman (S. C.); H. Heaton, Jr. (S. C.); Mrs. Erma De (Ohio); Marion McBain (Tenn.); Arthur C. Kyser (Alabama) and Roger A. Smith (Virginia).

New Rexall Dealer

C. O. Warren, owner of the Dunn Pharmacy, was recently granted a Rexall Franchise, which entitles him to sell Rexall products in Dunn.

To Close on Sunday

Clayton's two drug stores—Beddingfield Brothers and Whitley-Bain Drug Company inaugurated Sunday closing on March 1. The change will provide employees with a day of rest each week.

Happy Birthday, Pop!

An interesting note comes to us by way of the Sanford Herald.

In celebration of Mr. W. A. Crabtree's 82nd birthday, a group of drug store employees got together and gave him a surprise birthday party.

For many years Mr. Crabtree operated a pharmacy on the Sanford corner now occupied by Cole's Pharmacy. He retired about ten years ago.

The paper concluded its comment on the occasion by remarking, "Happy birthday, Pop! And a lot more of 'em!'"

Disastrous Fire

One of Gastonia's landmarks—Kennedy Drug Store—was destroyed by fire early in March. The owner of the drug firm, Mr. Adams, estimated that \$40,000 damages were incurred to contents of the building and \$35,000 in damages to the two-story building. The firm is being reestablished.

Returns to the Mountains

Joe T. Russell, after a two-year stay in Burlington with the Acme Drug Company, returns to the mountains to accept employment with Curtis Drug Store, Waynesville. A native of Canton and former employee of Woodde's of Asheville, Joe will be no stranger to folks thereabouts.

Elected to ACA

Hunter Gammon, Reidsville pharmacist, was recently elected to Associate Membership in the American College of Apothecaries. At the same time Gilbert Colina of Charlotte was elected to Hospital Fellowship.

Attends Flower Show

Mrs. T. J. Ham, Jr. and her daughter-in-law, Mrs. Robert Ham of Yanceyville, went mid-March in New York attending the National Flower Show.

Presents Program

Pharmacist W. R. Griffin of Old Fort was in charge of the program of the Old Fort Rotary Club on March 12. He exhibited various pharmacy films to his fellow Rotarians.

Fortieth Anniversary

Sam Welfare reminds the citizens of Winston-Salem that the hyphen was affixed to Winston and Salem forty years ago on May 13th. Sam says he remembers the date distinctly because he opened his drug store opposite Salem College the same day.

Open Sunday

All Mooresville drug stores are now open each Sunday, from 9 to 11 and 1 to 6.

Relief Pharmacists Busy

While Frank Dayvault gets in a brief vacation, Pharmacist H. E. Cain keeps things humming in Lenoir at the Dayvault Drug Store.

In nearby Valdese, George Smith manages the Rock Drug Store in the absence of

R. Burris, recuperating in a nearby hospital from a recent operation.

Mr. Burris' son, L. R., Jr., got a leave of absence from the Armed Forces but had to return to duty before his father was able to leave the hospital.

Opportunities

Raleigh drug store for sale. Opposite State College Campus. Fixtures and equipment, \$4,000 plus inventory. Cash sale. P. O. Box 5596, Raleigh, or Tel. 33043.

Registered pharmacist, age 37, married, three children, desires position with opportunity to work out half interest in business. Prefer small town. References exchanged. SER.

For Sale—36 foot regular wall-type drug fixtures, \$125. 24 foot fountain backbar, \$75. E. L. Rigsbee, Northgate Pharmacy, 2911 Roxboro Road, Durham, N. C.

To Head Club

Joel Simmons was recently elected president of the Granite Falls Rotary Club. He is part owner of the Caldwell Drug Store, and is an active member of The Merchants Association and vice-president of the Chamber of Commerce.

Part time work in Asheville—Hendersonville desired by pharmacist with N. C. license. W. A. Griffin, 310 Elm Avenue, Sanford, Florida.

Moves to Troy

John R. Harrison, a native of Selma, Alabama and graduate of the Alabama Polytechnic School of Pharmacy, recently joined the staff of the Troy Drug Company, Troy, N. C. Mr. Harrison spent seven years in the Army Air Force.

Advertising is the backbone of the CAROLINA JOURNAL OF PHARMACY. Without it, we would have a mimeographed sheet instead of this publication. All other things being equal, prove your appreciation by making purchases from representatives of Companies Advertising in the JOURNAL.

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Chapel Hill, North Carolina

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South Carolina State Agent
1312 Marion Street
Columbia 3, South Carolina

Unique Order

Hall's Drug Store, Wilmington, receive a call for "New Writes Pills." The request was promptly taken care of by Mike Hall.

Chuck Turner of Durham was amused over a note handed to him by a customer "Mr. Rose for grown people." Mustero filled the bill.

Narcotics Theft

The Sheriff's Department of Lenoir County is investigating the theft of 12 grains of morphine and 37 grains of dilaudid from the drugs locker of the Caswell Training School, Kinston.

Joins Holmes Drug

Boyd Kunkle, until recently manager of one of the two Sterling Drug Stores of Charlotte, has moved to Statesville, where he is now employed by the Holmes Drug Company.

At one time Mr. Kunkle operated a pharmacy in Conover.

Compiles Blood Directory

Under sponsorship of the local chapter Order of Eastern Star, a blood type directory is being compiled in Dameron's Drug Store, Tabor City. The directory lists name and address and blood type.

The sponsoring agency pointed out that number of calls came in weekly for blood donors. The directory will enable the Order to find people conveniently with the right type of blood in an emergency.

A Man and His Magic

Durham Radio Station WDNC is now broadcasting a five minute program "A Man and His Magic" three times a week under the sponsorship of a number of the Durham pharmacies.

"A Man and His Magic" is designed to acquaint the public with the Pharmacist and his importance in public health.

The program may be heard each Wednesday, Thursday and Friday at 6:25 P.M.

What Is a Druggist More Than a Merchant

Answer: A Public Servant

By JAMES W. HARRISON

A young lady of 23 years in Lenoir, N. C. with a heart ailment. Treatment with Quinidine Gluconate fitted her case almost specifically. The need for it was great—critical. There was none in Lenoir.

Her physician phones Frank Dayvault of Dayvault's Drug Store, pointed out the need, stressing the urgency in the situation.

Frank does what comes naturally to a pharmacist who thinks of service in public health welfare as one of the privileges and duties in the practice of pharmacy.

He goes into action.

Hastily, almost abruptly, he assures the physician he will have the drug very shortly. Even while talking with the doctor, Frank has his other pharmacist establishing telephone contact with the nearest wholesaler, Scott Drug Company, Charlotte, 70 miles away.

Learning the circumstances, Scott wastes no time. At their end of the line they enlist the co-operation of the State Highway Patrol and the Patrol readies itself for action. At the Lenoir terminal Frank has apprised the Lenoir station of the situation.

The hands of the clock were moving relentlessly forward but SHP men know how to safely use every ounce of speed when necessary. The Charlotte SHP driver gets the small package at Scott's, weaves out of Charlotte's traffic to Highway 16 in a race against time. The next SHP station along the route is contacted by radio and a second SHP car is readied with motor running, losing scarcely a heartbeat of precious time in the relay. The third SHP car in the chain grasps the relay with no faltering loss of time and speeds unerringly into Lenoir, and the physician is handed the needed injection on the stroke of the sixty-fifth minute from the time an official at Scott's placed the package in the hands of the first SHP driver.

Dramatic? Yes! Unusual? Perhaps.

When confronted with an emergency such as this your true pharmacist becomes wholly

the magnificent extrovert. It matters not that he probably should have had a \$1.25 (list) package of Quinidine Gluconate on his shelf, that the monetary profit or the net monetary loss on such a transaction is nil or great. Such considerations pale into insignificance in the light of having partaken of the privilege of accomplishing a service and of justifying the precepts of the profession. All the money ever minted becomes as trash when placed alongside the feeling of having exercised one of the duties of a noble profession.

It is gratifying and comforting to know there are so many pharmacists of this type in the profession. His name is legion. He has grasped in his clean hands and enveloped in his warm heart the sublimest ideals of service.

Coble Managers Join TMA

The largest group ever to affiliate with the Traveling Men's Auxiliary at one time—fifteen members—recently were taken into the organization. All of the new TMA members are associated with Coble Dairy Products, Inc., with headquarters in Lexington.

The membership list, as certified by J. Floyd Goodrich, Secretary-Treasurer of the TMA, follows:

B. B. Broome and W. E. DeLapp of Lexington; J. M. Cates, Jr. of Ramseur; C. H. Williams, Lincolnton; Ernest Schuchart, Durham; J. E. Everhart, Charlotte; Liston Beck, Greensboro; and L. R. Bishop, Rockingham.

T. E. Forester, Wilkesboro; Earl Austin, Lenoir; E. E. Dean, Mt. Airy; Jerry Sutton, Kinston; C. M. Reynolds, Lexington; Howard Marley, Smithfield; and C. M. Gabriel, Burlington.

Total membership of the TMA has run consistently above 300, making it one of the largest organizations of its type in this country.



FROM BICYCLE TO VICE-PRESIDENT TO SILVER SERVICE—J. W. Bennick (right vice-president of Scott Drug Company, Charlotte, is shown receiving a silver service marking his 40th anniversary with the firm. Making the presentation is President Walt Scott, Jr., extreme left, while J. L. Feserman, secretary-treasurer, looks on.

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

Bennick Honored by Scott Drug

J. W. Bennick dropped a handful of in-voices at the Scott Drug Company, Charlotte, N. C., recently long enough to smile self-consciously as he received a silver service from that firm on the 40th anniversary of his employment there.

The presentation was from President Walter Scott, Jr., to the man of curly, silver hair who quit his bicycle to become a vice president of the organization several years ago.

Mr. Bennick joined the Scott Drug Company, situated at 112-116 S. College Street, in 1913 as a delivery boy whose added responsibility was keeping track of the vibrating and mischievous nephew of the company's president. It was his baby-sitting client who made yesterday's presentation.

The company was founded in 1891 by John M. Scott, who also served as president of Charlotte National Bank, now the Wachovia Bank and Trust Company. Walter Scott, Sr., the founder's brother, became president of this business which serves druggists of the Carolinas in 1923 and held that office until his death in 1940.

During this period, Mr. Bennick was graduated to office boy, billing clerk, price, buyer and finally, in 1946, vice president and general sales manager. Long active in Masonic affairs, the Shrine and Oasis Temple, he is now chief rabban of Oasis and in 1954 will become its potentate. Members of the West Avenue Presbyterian Church, the Bennick family lives at 1748 Maryland Avenue.

Pharmacists and the Navy

Pharmacists eligible for military service, especially those interested in the Navy, may gain some helpful information from this letter written by the Director, Personnel Division, USN, to one of our pharmacy graduates:

"The present procurement program for appointment as Ensign, Medical Service Corps, U. S. Navy in the specialty of Pharmacy is restricted to NROTC graduates and those persons serving on active duty in the naval service. The procurement program for appointment in the U. S. Naval Reserve

is an inactive duty program requiring a minimum of a B.S. degree from an approved college or university and registration in one of the states or the District of Columbia as a pharmacist. Applicants must not be draft eligible at time of application for a commission.

"It is suggested that you contact your local Office of Naval Officer Procurement, Federal Building, Fayetteville & Martin Streets, Raleigh, North Carolina for any additional information which you may desire and they will be pleased to assist you in every way."

FOR SALE

Half interest in well established pharmacy to second pharmacist who is experienced in merchandising. Complete details available to prospects. T D 4.



EVERFRESH RUBBING ALCOHOL COMPOUND



Outstanding Professional Quality and Package

A Profit Meeting Your Professional Standards

For the long run—
A BRAND WELL WORTH PREFERRING

The McCAMBRIDGE AND McCAMBRIDGE CO.

Riverdale, Md.



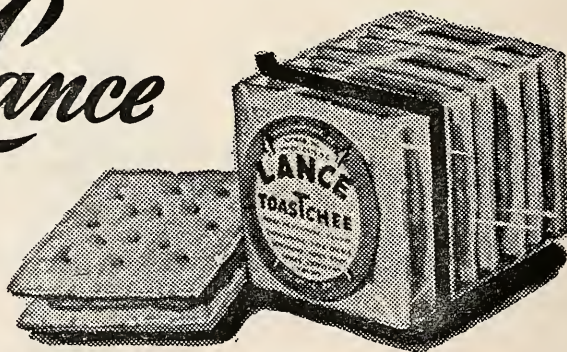
PERRY JENKINS MELVIN

Perry Jenkins Melvin, Roseboro pharmacist and brother of former State Board of Pharmacy member M. B. Melvin of Raleigh, is shown on the left. Mr. Melvin lost his life in an automobile accident near Fayetteville on March 4 when his car skidded on wet pavement and smashed broadside into an approaching car.

A graduate of the UNC School of Pharmacy, Mr. Melvin was a prominent community leader of Roseboro. For many years he worked in Fayetteville with H. R. Horne & Sons. In 1930 he established his own pharmacy in Roseboro, later selling part interest in the firm to McDonald Davis, Jr., who now operates the business as Davis & Melvin Drug Store.

Mr. Melvin organized and for many years was head of the Board of Trade of Roseboro. He advocated and worked for many improvements while he was a Town Commissioner. Much of his time was devoted to fraternal work as master of the Pheonix Masonic Lodge of Fayetteville.

ASK FOR

Lance

Peanut Butter
SANDWICHES



You may recognize only *one* of these men—but they *all* know you!

These are the men who direct the domestic sales activities of The Upjohn Company. They include the Vice-President and Director of Sales, both Assistant Directors of Sales, the Sales Division Business Manager, all Branch Sales Managers, Divisional Sales Managers, and Sales Supervisors.

They illustrate why Upjohn's way of doing business reflects an intimate understanding and appreciation of pharmacists' problems: *of these 93 men, 85 are registered pharmacists, and all of them have had actual drug store experience.*



Upjohn medicine . . . produced with care
 . . . designed for health

THE UPJOHN COMPANY, KALAMAZOO, MICHIGAN

**AT THE FOUNTAIN
OR
IN THE CABINET**



**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM
IS EVERYBODY'S
FAVORITE**

**ALWAYS A SALES
AND
PROFIT BUILDER**

RALEIGH, NORTH CAROLINA

Suggests Membership By-Law Change

By W. G. DUDLEY, JR.

219 Gilmer St., Reidsville

Changes are often painful and of a convulsive nature. We are all cursed or blessed with human nature which is suspicious of changes and motives of changes, but evolution marches on and we do manage to make progress with a zig-zag approach.

The subject of changes in membership requirements of our State Association has brought on bitter remarks in the past; sincerely hope tempers will hold and reason prevail as the subject is revived.

Thirty years ago pharmacists were trained primarily in drug stores with a four year or more apprenticeship. A provision has been made and these embryonic pharmacist were encouraged to affiliate with our state association as associate members just as we encourage our school registrants to affiliate with the student branch.

A good many of these associates became valuable members and some progressed to full membership. I take the position that any associate member should not only be allowed to retain his status but I earnestly and cordially urge him to continue to maintain his membership and activities in the N.C.P.A.

I do believe, however, it is time to set an additional restriction on new membership. With these thoughts in mind and with the encouragement of members of the Association, I will propose and offer an amendment to our constitution at the next meeting of the N.C.P.A. Now exactly what would the pleasure of the majority be?

Would this be your preference: On and after June 1, 1953, the North Carolina Pharmaceutical Association will accept no new associate members?

Or, shall the present status be retained? Any person residing in the State who has had not less than three years experience in compounding drugs may, upon furnishing proof of his eligibility, become an associate member with all privileges of regular membership except that of holding office.

Smith Joins Rocky Mount Firm

E. H. Smith, formerly of Weldon, has accepted a position with Matthews Drug Store, Rocky Mount, replacing B. H. Whitford. Mr. Whitford recently joined Abbott Laboratories as a sales representative.

Federal Charges Filed

Federal charges have been filed in Greensboro against William S. and David Stang, owners of The Guilford Drug Company, and pharmacist James P. Norman for the improper sale of prescription legend drugs.

The charges were made in an affidavit of information filed in Middle District Court by District Attorney Bryce R. Holt.

The three men have been ordered to appear before Judge Johnson J. Hayes on June 1, when the Greensboro term of district court opens.

The two drugs involved are dexedrine sulfate and nembutal.

Seeks Work in N. C.

Roscoe H. Liles, 2106 Maryland Avenue, N.E., Washington 2, D. C., graduate of a Negro pharmacy school, wishes to locate in N. C. with a retail pharmacy. Liles has passed the theoretical portion of the N. C. board with good grades, but not the practical. For this reason he is not licensed in the State at this time.

Unique Table Built by Spake

The glass table pictured below was built by Yates E. Spake of Morganton, president of Spake Pharmacy, Inc. During recent months Mr. Spake has been on the sick list, having given up most of his work in connection with the operation of his Pharmacy.

To occupy his time, he started work on a solid glass table with the end results as pictured.

Yates says: "I have had numerous inquiries and compliments on this venture. Others who seek a pastime will enjoy making one of these tables for their living room."



SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

GREETINGS and BEST WISHES

to the Members of the

NORTH CAROLINA
PHARMACEUTICAL ASSOCIATION

for a Profitable

73rd ANNUAL CONVENTION
at PINEHURST, NORTH CAROLINA

May 24, 25 and 26

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

Dependable Service Since 1898

The NCPA Course in Retail Credit and Collecting

By PLASCO G. MOORE

LESSON FOUR—THE WRITTEN CREDIT APPLICATION

Try Your Hand at Answering These Questions

1. What is one good way to add to your collection problems when each new account is opened?
2. What are pyramided accounts?
3. What is meant by the tickler system of account follow-up?
4. Should you report all past due accounts to your credit bureau?
5. Name one important rule to follow in wording collection letters.
6. What is one good place to inquire when you are seeking the services of a collection agency?

Why Collection Problems Occur

The first three articles which you read in this publication were designed to do just one thing: *To help you to open accounts profitably and to accept only those customers who have maintained a good credit record.* If you have followed the suggested procedure, your collection problems will be held to a very, very low minimum. So, we could well conclude that the *first step* in holding collection problems to a minimum is to *avoid them*. Such a statement may at first glance seem rather elementary—and it may not be very clear. What we mean is this: If you place a customer on your books who has a poor paying record, you already have a collection problem right from the start. Therefore, why not try to *avoid* this error and accept for credit only those who have good credit records.

If, on the other hand, you have been very careful in accepting your credit customers, if you have opened only those accounts on which you have received a satisfactory credit report, and even then if some of them have become delinquent, your problem is small indeed as compared to accounts opened without regard to a customer's paying habits. There are about two reasons for a customer with a *good* paying record to become delinquent: *He has met with a temporary financial reverse.* This, conceivably, can

happen to anyone—and does. But, if his previous record is good—you can be fairly sure he will recover and pay you. The other reason is: *He is temporarily overbought.* Many good customers at times will overbuy. Again, if a customer's record is good—you can be fairly sure that he will pull through and pay you. Many good credit customers will at times become slow-payers temporarily. But if you looked at a graph of their paying habits over a period of years, you would probably discover that, while such fluctuations have occurred, the over-all picture of their paying habits has remained basically satisfactory.

Quick Follow-up Is Important

Let us presume that you extend credit to most of your customers on a thirty-day basis. In such a case, your statements would probably be mailed on the first day of the month, or thereabouts, and you would expect your customers to remit not later than the tenth day of the month. Now, if you have several customers who have not paid you by the tenth day of the month, what are you to do? Will you do nothing until the first of the next month, or will you follow up now?

One of the major causes of account delinquency is the *pyramiding* of monthly purchases—or allowing customers to continue

(Continued on Page 158)

CREDIT APPLICATION

normal purchases over a period of two, three or more months without attempting to effect collection. When customers pyramid their accounts, it becomes increasingly more difficult for them to pay you. If they get too far behind—they often will stop coming in your store and will trade at another store down the street. In such cases you have not only a bad collection problem, but you also have lost this customer's cash business to one of your competitors.

Laxness in following up on past due accounts has done more to contribute to account delinquency than any other one thing. If your customers have agreed to pay at a specific time—then you should remind them of this fact *early* in the stage of delinquency. Your customers pay their utility bills by a certain date. The reason they do this is because utility firms do not permit them to forget. If remittance is not forthcoming, the customers are reminded almost immediately. If they still do not pay, they are again reminded. The same is true in the case of installment payments. No efficient firm will permit installments to pyramid without reminding the customer of this fact.

Here is a collection "calendar" which some drug stores use:

First day of the month: Monthly statements are mailed.

Tenth day of the month: All purchases for preceding month are due and payable.

Eleventh day of the month: All purchases for previous month are past due.

Twelfth day of the month: Reminder number one is sent to all customers who have not paid.

Last day of the month: Monthly statement is mailed along with a second reminder calling attention to status of the account for the two months passed.

Follow-up Notices

Now the type of follow-up notices you use will depend largely on the type of credit clientele you serve. If you appeal mainly to the high-income group, you might well choose to use a reminder which "speaks softly." If your appeal is to the low-in-

come customer, you may elect to make the reminder a trifle more *firm* and to the point. Here is an example of a good one which was designed to be mailed to all customers who failed to pay by the tenth of the month:

WE'RE ALL HUMAN . . .

. . . and sometimes we may overlook prompt payment of our charge accounts. Hence, this friendly reminder of your account in the amount of \$.....

JOHN DOE DRUG COMPANY

Another one:

PERHAPS YOU'VE BEEN BUSY . . .

. . . so busy that you have overlooked sending us your remittance covering last month's purchases in the amount of \$.... Our credit policy provides that payment in full shall be made not later than the tenth day of the month. Therefore, your prompt remittance will be greatly appreciated. Thank you!

JOHN DOE DRUG COMPANY

Follow-up notices can be printed by your local printer, or you may be able to secure some good ones from your local credit bureau. These notices can be very effective if they are *used systematically*, but if mailing schedules are inconsistently followed, their value can be lessened greatly.

Tickler System

There is one good control system which will help you to be consistent in sending your follow-up notices. It is known as the tickler system. Your equipment should consist of a card filing case, some 3 x 5 inch cards, and a set of numerical index cards from figure *one* through *thirty-one*. Now this system will work like this: When an account becomes delinquent and when you mail out your first collection reminder, take one of your blank tickler cards and write the name of your customer on it. Also, note on the card the date and the type of reminder notice sent your customer.

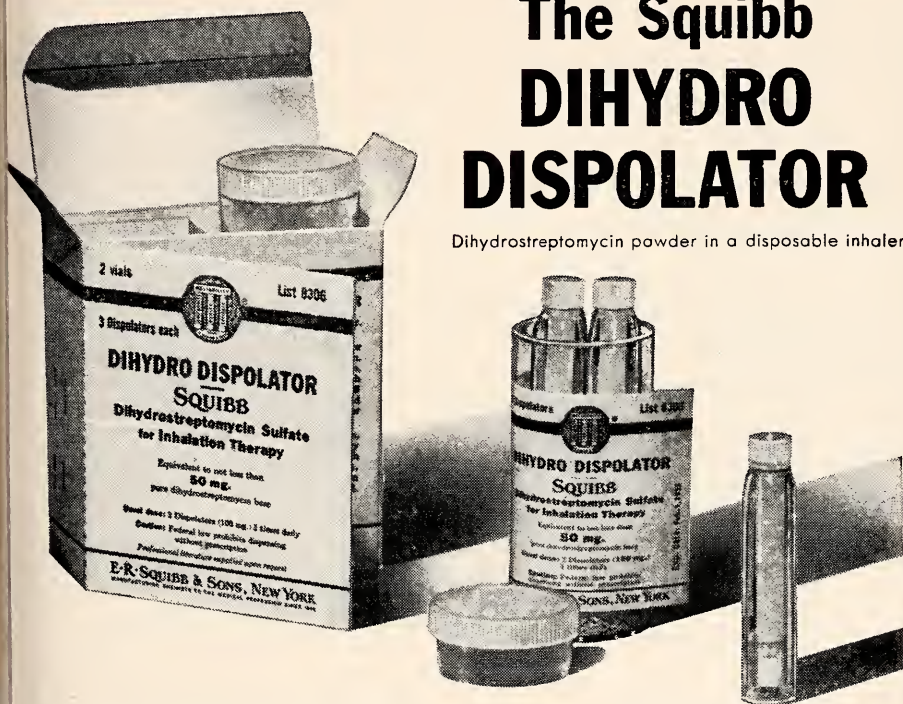
Let us suppose that Mrs. John Doe has not paid her July bill and now it is August 12. Your collection procedure specifies that Mrs. Doe is to be mailed on this day the "We're all human" reminder. The reminder is placed in the mail and at the

(Continued on Page 160)

THE FIRST DIHYDRO INHALER

The Squibb DIHYDRO DISPOLATOR

Dihydrostreptomycin powder in a disposable inhaler



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We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
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CREDIT APPLICATION

same time a tickler card is made out for her account in the manner as described above. The card, with the information on it—that is, the name of Mrs. Doe and the date the reminder was mailed and the type of reminder notice used. Now, file this card in your tickler file. Just exactly *where* you file it will depend on *when* you wish to follow-up on it again. Remember, it is now the 12th of August. The reminder is going into the mails. How long do you wish to wait before reminding Mrs. Doe again? (In case she does not respond to this first reminder, of course.) Let us suppose that you want to give her six days to remit. Then file her card behind index card number 17.

Now, on the seventeenth day of August, one of your regular daily duties is to go through the cards which are filed behind index card number seventeen. Here, you run into Mrs. Doe's card. You notice that a reminder was sent her on August 12. You refer to your books and you discover that she has not yet paid. What you do now depends on your collection policy—as well as other extenuating circumstances. But, let us suppose you wanted to call her on the telephone. You do just that, and Mrs. Doe tells you that she has been ill and unable to get to town but that she will get down and pay you on August 21. So, you record her promise on the card and file it under index card number 21 where you will again run into it when you make your regular check of cards filed in this section on August 21.

Do you see how simple this system will work for you? Its main advantage is that it will not let you forget to follow-up. One cause for credit losses is the fact that many merchants will let an account go without attention until it gets in a critical stage and get so big that the customer can't see his way to pay it. The system described here, if followed day by day, will prevent this laxness. It will only take a few minutes of your time or that of one of your employees and it will mean dollars for you. Try it.

Collection Letters

Collection letters should be used when the

use of one or more of your printed reminders have failed to produce results. No one can tell you how many reminders to use nor exactly when a collection letter should be written. If you are to use two printed reminders, then you may wish to use the individual personal letter as your third collection device—or you may elect to use the telephone or a personal call.

Here are some basic facts concerning the use of collection letters:

1. Collection letters should always be entirely pleasant and courteous.
2. They should never, never contain a threat of any kind.
3. You should appeal to your customer's sense of reason, like: "Mrs. Doe, we know you value your credit rating. It is one of your most important assets. Your past due account, if allowed to remain unpaid much longer, will certainly adversely affect your credit rating in this community. Why not come in and let us discuss this matter? We shall be glad to help you in any possible way."
4. All letters should describe to the customer a "way out of his predicament." All letters should be sympathetic and contain an offer of counsel and advise to the customer if he will give you that opportunity.

Limited space here will not permit our including copies of collection letters. However, if you desire some samples, please write to the editor of this publication. The author will be glad to supply specimens. If your credit bureau may have samples to file.

Accounts in Jeopardy

An account is said to become in jeopardy when you have exhausted all reasonable efforts at collecting it. At this point, you should call your credit bureau and give them information about the status of the account. There are two reasons your credit bureau should be informed: (1) To place on notice in the customer's credit information the fact that his account with you is in arrears. This is important because a competitor of yours may call the bureau concerning the credit status of this same

customer. If the bureau does not have this information, they cannot tell the inquiring competitor that this customer already owes you. (2) To aid you in collecting the account. When a customer can't continue to open accounts because of a poor credit rating, he may finally show up at the credit bureau. Here, his status can be discussed with him and this often results in his paying all past due accounts so his credit record can once again be cleared.

When accounts become "in jeopardy," you may wish to turn them over to a collector.

(Continued on Page 163)

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CREDIT APPLICATION

tion agency. In selecting a suitable collection service agency, you might call your local credit bureau or retail merchants association for advice and assistance. Many credit bureaus now have collection service divisions and these are most generally efficiently operated. A good collection service agency will never offend your customer. They will not use unethical tactics in effecting collection.

Review

Now let us review the major points in the prevention and handling of past due accounts. If these are followed, your collection problem will become only minor:

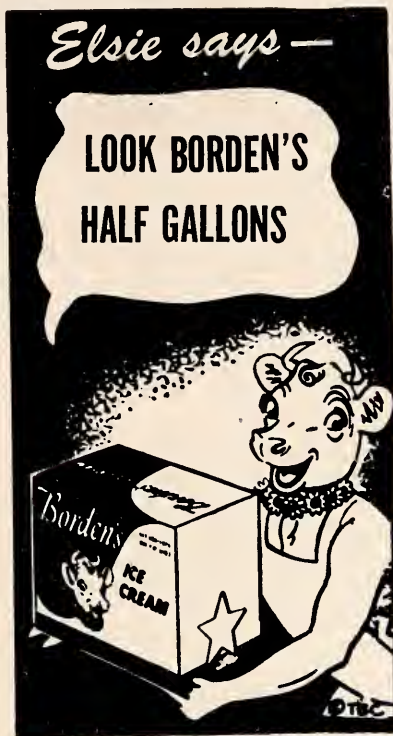
1. Through the use of credit application forms and credit investigations, try to keep off your books all slow paying customers.
2. Formulate a sure-fire tickler alarm system that will make you follow-up with precision all past due accounts.
3. Don't wait too long before sending out your reminder notices. If you do, you silently say to your customer: "You don't have to pay on time here—just anytime will be O.K."
4. Call your credit bureau when a customer's account reaches the collection stage—or even earlier if you have reason to believe you will have a difficult time in collecting it.

Next Month—Credit Sales Promotion

Your credit business can be valuable to you. Credit customers generally do nearly all of their business at the one store where they have a credit account. If you are interested in this good business volume, then don't miss credit sales promotion ideas presented in next month's article.

Speaker's Stand

A handsome walnut speaker's stand has been installed on the stage of the Institute auditorium. Given in memory of Mrs. J. Floyd Goodrich of Durham by her husband, the stand is one of the most useful additions to the building in recent months. An appropriate bronze plate is being attached to the stand.



"Convert your pint a week customers to half gallon a week customers. It's easy with Borden's ice cream."



Trees Named

As a memorial to the late Julius A. Suttle of Shelby, Mr. and Mrs. P. W. Kendall of Charlotte arranged to name one of the beautiful Institute of Pharmacy maple trees in his memory. The tree named in honor of Mr. Suttle is the one on the left near the front entrance of the building.

Mr. Kendall, now sales representative of the Burwell & Dunn Company, was an employee of Suttle's Drug Store at one time.

Other trees named include one for Clyde Eubanks, Chapel Hill pharmacist; one for Mrs. Carl T. Durham, who passed away recently; and one for the NCPA Secretary's son, Allen.

The postmasters of Alamance County arranged for naming of the tree as a memorial to Mrs. Durham. The Allen Smith tree was arranged by C. M. Andrews of Burlington, who, in typical fashion, was doing his part to further the progress of Pharmacy while making someone happy.

Institute Plates

Money is still being realized from the sale of Institute of Pharmacy plates. Mrs. Carson Southern of High Point recently forwarded a check for \$18, representing funds from the sale of plates by members of the High Point-Thomasville Auxiliary.

A similar amount (\$18) was turned into the Institute fund by Mrs. James M. Darlington of Winston-Salem, who probably holds the state record for number of plates sold during the past year.

Members Contribute Liberally

Several hundred members of the NCPA have contributed varying sums to the Institute since the first of the year. For the most part, the contributions were included along with annual dues payments to the Association.

After visiting the Institute recently, John K. Civil of Charlotte sent along a check for \$100. Later, Tony Libbus of New Bern

came by for a visit and left a nice donation. Harold Rich of Garland included \$50 with his dues check. Mr. N. O. McDowell, Sr. of Scotland Neck also remembered our need here at the Institute with a \$30 contribution.

These are contributors jotted down at random. To the hundreds who added an extra \$2, \$5 and \$10 to their dues payment, we acknowledge with grateful appreciation.

Meetings

Recent meetings held in the Institute include Chapel Hill League of Women Voters, American Association of University Women, Red Cross Nursing Aid, Cancer Society, Pharmacy Wives, Raleigh Auxiliary, Charlotte Auxiliary, Alamance Auxiliary, N. C. Garden Club, Board of Pharmacy and Presbyterian Church. One of the Chapel Hill Presbyterian Churches uses the Institute each Sunday.

Named to ADFI Post

After 33 years of service with the American Druggists Fire Insurance Company, W. P. Starkey was retired from the firm. David P. Pickrel, who has served as general counsel, will now serve as secretary of the ADFI as well as retaining his former duties.

Dr. George D. Beal, director of the Mellon Institute, has been named to the executive board. Dr. P. J. Suttlemyre of Hickory is treasurer of the ADFI.

Dean Burlage Featured on Cover

A familiar face to many N. C. pharmacists appeared on the cover of Wyeth's "Pulse of Pharmacy," Vol. 7, No. 1—Dr. Henry M. Burlage, Dean of the School of Pharmacy, University of Texas. Evidently the Texas climate is agreeing with Dr. Burlage, as the cover photo would rate Class A in the Hollywood press.

HOWELL HALL HAPPENINGS

At this time each year a problem comes up in placing a few of the pharmacy students from the first three classes in drug store work for the summer. This work is needed for both income and experience. Last year a third-year student could not find a position in North Carolina but was successful in Norfolk. It is not surprising that he plans to return to Norfolk after graduation this year. Pharmacists who can use summer help from the undergraduates should communicate their needs to the Dean of the School of Pharmacy.

Dean Brecht has been kept busy interviewing applicants for the September classes of freshmen and transfers.

During the past month the Andrews Display Case in the pharmacy library has contained an exhibit about the School of Pharmacy—its past, present, and plans for the future. Historical factual material and a number of pictures were used in the display. Photographs of alumni, successfully engaged in the several fields of pharmaceutical endeavor, were employed to show that opportunities for graduates are to be found in retail and hospital pharmacy, in wholesale and manufacturing pharmacy, in research laboratories, in teaching, and in the public health programs of various governmental bureaus and departments.

Mr. F. C. Hammerness of the pharmacy staff addressed the Henderson County Medical Society on the Durham-Humphrey law at Hendersonville on March 6th. He emphasized the use of the refill block, and the physicians appreciated this information as a means of reducing unnecessary interruptions in their work. The pharmacists of the county were guests of the physicians and dentists. Robert C. Wilson, '50, had charge of program arrangements. Mr. Hammerness was accompanied by Mrs. Hammerness. Before driving back to Chapel Hill on Saturday they visited each of the pharmacies in Andersonville.

In a recent list from a bookseller it was interesting to note that the pharmacy library has some valuable bound journal series in better condition than the ones listed, as fol-

lows: American Journal of Pharmacy, 1829-1952, \$1,130; Chemical Abstracts, 1907-1951, \$1,695; and Pharmaceutical Journal, 1841-1948, \$1,075.

The March program of the Student Branches was given by the Kappa Psi fraternity. It consisted of a demonstration, entitled "Shock," showing first aid, then good, technique of First Aid.

During the Spring holidays new lights were installed in the dean's offices and halls. New lights are also in prospect for the laboratories.

Mr. William Harrison of Montreal, Canada, spent the afternoon of March 9 at the School of Pharmacy. He was one of the original partners in Ayerst, McKenna and Harrison. He was spending the week in Chapel Hill visiting his daughter, Mrs. Douglas G. Humm.

Mr. J. W. Lansdowne, Assistant Manager of Professional Relations for Eli Lilly and Company was a recent visitor at Howell Hall.

The good news has been received that William W. Jordan, '49, of Raleigh has completed his military service and has returned home after nineteen months in Japan and Korea.

Mr. C. R. Farrell, stock room manager, and his partner won fifth place in the State Bowling Tournament at Winston-Salem.

The Charlotte Women's Druggist Auxiliary included a tour through the School of Pharmacy in their visit to Chapel Hill on March 23rd. They brought the wonderful news that two or more new undergraduate scholarships would be added to their Grace K. Edwards Scholarship for next year.

Joins Mission Hospital

The Mission Hospital Unit, Memorial Mission Hospital of W.N.C., Asheville, has a brand new addition to the pharmacy department—Mrs. Lucile Gillespie Brown of Burnsville.

DOINGS OF THE AUXILIARIES

Charlotte Auxiliary

MRS. FLOYD JOHNSON, Reporter

There were thirty-five members and guests present Tuesday, March 12th, when the Charlotte Women's Druggist Auxiliary held their regular monthly luncheon meeting at the Y.W.C.A. Mrs. Raymond Cobb's Committee had decorated each table with lovely mixed spring flowers. Our President, Mrs. Robert White, presided and Mrs. Leslie Barnhardt gave us a beautiful devotional based on excerpts from the biography of Peter Marshall. Mrs. White welcomed the following guests: Mrs. Ralph Boyd with Mrs. M. W. Stone; Mrs. H. S. White with Mrs. P. W. Kendall, and Mrs. Frank Darby with Mrs. Robert White.

After luncheon, Mrs. Clyde Lisk, Jr., introduced our speaker, Mr. Lone Proctor of the Social Security Administration. Mr. Proctor admitted he might make himself very unpopular with us because he intended talking about old age, which was as sure as death and taxes. He gave us much information about payments, eligibility, etc., of social security. He had some very surprising figures about the number of old people on county welfare rolls, pointing out that everyone who is a taxpayer should be concerned with this. He suggested we give more thought and time to helping the aged with their problems. He concluded his talk with a round table discussion answering questions from the audience.

Mrs. P. W. Kendall, Secretary, read the minutes of the last meeting and an accumulation of cards and notes addressed to the Auxiliary. Mrs. Victor Riggsbee gave her Treasury report next. Mrs. T. E. Whitehead, Hospitality Chairman, and Mrs. H. G. Blackmon, Telephone Chairman, both had reports to make.

Mrs. White then extended special thanks to the entire group for their work in the Benefit Bridge Party in February. She said no Committee had ever worked harder than our Social Committee, headed by Mrs. Clyde Lisk, Jr., and the entire group gave a vote of thanks to Mrs. Lisk. The report we had

waited for so anxiously came next from Mrs. Lisk herself who reported the benefit bridge party, our only money-making project of the year, was more successful than ever before providing fun for so many people and making more money for the organization than we ever thought possible. We were all so proud of the Committee and our entire organization.

Mrs. White announced plans for a trip to Chapel Hill on March 23rd when we will meet Mrs. E. A. Brecht, wife of the Dean of Pharmacy at the University, and also inspect the new Pharmacy Building. It is hoped a large number of members will be able to make the trip for we know a delightful day would be in store for them.

A nominating committee, composed of Mrs. Johnny Bennick, Mrs. G. B. Cheek and Mrs. C. L. Rhyne was announced and they were requested to bring in a slate of officers to be voted on at the next meeting. The members were all so glad to have Mrs. T. N. Edwards, Honorary Member, with us and were delighted when she made a short talk in her usual cheery way. We hope Mrs. Edwards will be with us again real soon. Another very popular member who has been unable to meet with us regularly this year, Mrs. E. H. Hemmle, was with us Tuesday which helped make it an enjoyable meeting.

News Notes

Mr. and Mrs. Johnny Bennick are spending some time in New York where they appeared on the *Strike It Rich* television program on Friday, March 13th. The Bennicks were appearing as helping hands for Miss Nettie Kever, a young Charlotte lady, who has been suffering from paralysis.

Mr. and Mrs. Phillip Van Every made the headlines the same day in our Charlotte newspapers with pictures and wonderful write-ups individually. Mrs. Van Every (Pinkie) was cited for her civic work as President of the Y.W.C.A.; P.T.A. worker and church worker besides being so active in our Druggist Auxiliary. Mr. Van Every

(Continued on Page 167)

received his write-up in connection with his candidacy for mayor of Charlotte. He is resident of Lance Packing Company.

Mr. and Mrs. Victor Riggsbee, Sr., and daughter "Sissy" attended the graduation on February 28th of Victor, Jr., from the Naval Training Center at Bainbridge, Maryland. He was selected honor man of his company and received a citation at the graduation. Victor is a graduate of the Pharmacy School of the University of South Carolina and had been associated with his father at the Hawthorne Pharmacy in Charlotte before going into the service.

Winston-Salem Apothecary Club

MRS. E. W. ROLLINS, *Reporter*

Mrs. G. C. Hartis and Mrs. James Way were hostesses for an Apothecary Meeting on Thursday night, March 5th, at the home of Mrs. Hartis on Gloria Avenue. Mrs. A. Fishel presided at the meeting and had good reports from the various committees.

The Nominating Committee submitted their slate of officers for the coming year: Mrs. Annie B. Cooksey for President, Mrs. G. C. Hartis, vice-president; Mrs. Leon Chail, secretary and Mrs. Woosley, treasurer. A most interesting talk and display was given by Mrs. T. C. Thomas. Her subject was "Roses, Spice and Everything Nice." She gave recipes for her various confections she had formulated herself from her own roses. She had on display lovely sheets of every kind. Delicious refreshments were served to about twenty members.

Raleigh Auxiliary

MRS. H. G. PRICE, *Reporter*

The February meeting of the Raleigh Woman's Drug Club was held at the home of Mrs. H. M. Stilley, 406 N. Blount St., Thursday night, February 19th, with the following acting as assistant hostesses: Miss Evelyn

Newsome, Mrs. Travis Tomlinson, Mrs. B. F. Page, Mrs. Rex Paramore, Mrs. Frank Peacock, Mrs. Winifred Rose, Mrs. H. J. Singleton, Mrs. M. D. Tindal, Mrs. Gordon Tomlinson and Mrs. John Treadwell.

Mrs. Moffitt Moore, President, presided and announced that \$323 was collected for the March of Dimes through the Club. Reports were given from all the standing committees.

Mrs. W. C. Presley, speaker for the building fund of the Y.W.C.A., gave a talk on the needs of the Y.W.C.A. The Club agreed to donate to the building fund.

After the business session, bridge and canasta were played. High scorers were: Mrs. H. C. Starling, Mrs. J. R. Brockwell, and Mrs. H. G. Price.

Refreshments were served after the games.

Greensboro Auxiliary

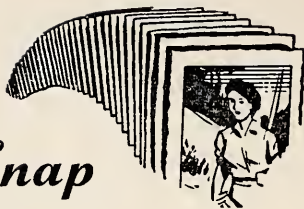
KATHERINE WHITELEY, *Reporter*

At a luncheon meeting on March 23rd at Mayfair Cafeteria, the Greensboro Drug Club Auxiliary heard Dr. Trela D. Collins of Durham discuss the psychology necessary for living in today's world of conflict. The retired minister said that confronting the world's problems, not in the attitude of helplessness nor of self-sufficiency, but as an individual of dignity and worth through the help of Christ is the best philosophy for living happily.

Mrs. A. A. Gwynn, President, welcomed three new members, Mesdames D. V. Walker, W. S. Dukes, and E. W. Buchanon. A nominating committee composed of Mesdames J. H. Best, P. A. Hayes, and Garland Coble was elected to report at the April 28th meeting.

Plans are in the making for a picnic to be held jointly with the men's organization. This to be possibly in May before the convention. Mrs. J. V. Farrington won the door prize, a hand-painted tray. Mrs. W. E. Davis and Mrs. O. W. McFalls were hostesses, who had snapdragons in yellow, pink and bronze tones for central decoration.

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Observing the Pharmacy Board in Action

JAMES W. HARRISON, Asheville

Chairman, Committee on Papers and Queries

For some months the North Carolina Board of Pharmacy has had in effect the policy of inviting pharmacists from different sections of the state to attend Board meetings. These visitors are merely observers invited by the Board to observe how the business of the Board is conducted, how the members of the Board, functioning in their legal capacity, conduct routine business, make and grade the examinations for the candidates for licensure, and handle for the pharmacists of the state the many problems brought before it. These visitors are urged to suggest, to comment, to criticize, to give their views on how the Board should conduct the pharmacists' own self-governing agency.

This policy is, I believe, a good one. It enables the pharmacists of the state to learn just how their agency is conducted, to establish in the minds of those observers the opinion of whether or not the Board is operating this agency of pharmacists' self-government in a manner that will accrue to the benefit of pharmacy as a profession.

The Board can accommodate with justification only four visitors at any one meeting, so it selects those four from four different sections of the state. How they decided to invite me is of no moment, but I was pleased to attend the February meeting which happened to be also an examination meeting.

I was assured the members of the Board would welcome any comments I cared to make concerning my observations whether those comments redounded to their credit or discredit. Since an observer is given *carte blanche* so trustfully and records and data made available to him so willingly, I concluded that an observer should be honored by the manifestation of so much trust and belief in his integrity.

With the condition in mind that I would be unfettered and with the knowledge that restraint will be exercised other than an inhibiting for style, I decided to attempt to embody my comments in a paper and submit

it to the CAROLINA JOURNAL OF PHARMACY in my capacity as Chairman of the NCPA Committee on Papers and Queries, knowing full well the average reader will be able to evaluate my comments and affix his own label thereto.

This version of my impressions is my own, and these impressions were gained both by observation and by my almost insatiable curiosity. Some of the opinions expressed are opinions of long standing, some were gained during this visit, and some were strengthened, some weakened by this visit of observation. Where I see fit to embrace the opinions of recognized authorities, it does not mean that I did not already have such opinions so much as it means I have chosen the phraseology of those authorities rather than my own stylized redundancy, in which cases I shall employ "quotes."

It is not even expected that all pharmacists will share my views since it is almost impossible to attain ideal objectivity in an account that is written both repertorially and editorially. But the facts are there, unaltered. Analysis and study, after observation, of the functions of the Board are the privilege, nay, the duty of every pharmacist.

What Is a Board of Pharmacy?

In North Carolina the State Board of Pharmacy is a legal agency chosen by democratic procedures for the purpose of assuring the quality of professional pharmaceutical service necessary for public health welfare. There are pharmacy laws codified in the state's statutes. The Board is *sworn, pledged and enjoined* to uphold and maintain these laws. It has the responsibility of determining and administering standards for the legal right to practice pharmacy in the state. It has the duty of adopting regulations and standards to this aim. It is the agency that meets and attempts to solve the problems of the profession.

The North Carolina Board of Pharmacy is comprised of five pharmacists chosen by

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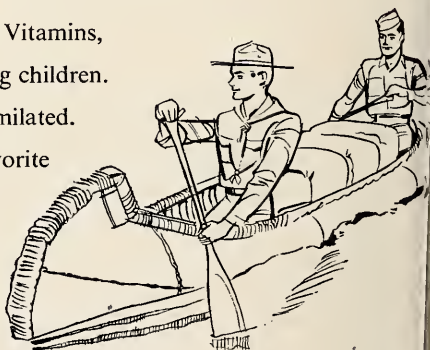
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THE PEABODY DRUG COMPANY DURHAM, NORTH CAROLINA

the profession and commissioned by the governor. Four of these members are actively engaged in the practice of pharmacy, serving without remuneration except for a token per diem stipend while attending Board meetings; another member is employed full time as Secretary-Treasurer, but who uses some of his leisure in actively practicing pharmacy in order to keep more fully aware of practical problems and for the simple need of supplementing, to my thinking, an inadequate salary.

The average age of the Board is under the average nationally.

Without mentioning names, it will not be amiss to register some of the impressions I gained of the members' character, qualifications, and traits of personality.

The oldest member in the point of service is one who has served more terms on the Board than any other member. He furnishes the needed wealth of experience necessary to the judicious handling of the manifold problems that are brought to the attention of the Board. His paramount interest is the maintaining of pharmacy as a profession. He is on many other governing Boards, civic and otherwise, that have as their aims the betterment and the benefit of the health professions. He has the rare ability to sense and evaluate the problems of pharmacy and, where there are workable solutions to those problems, he can adopt them and mold them to appliance.

Another member also possesses these qualities to the same degree, including the qualities of benignity and amiability, which qualities the first member nor the other members do not lack or fail to exercise.

One member is quite almost to the point of reticence, wearing a cloak of dignity, not as an impenetrable aura, not even inerrable, but rather as one of the trademarks of his own personality. He holds very dear to him the principles of professional pharmacy and when those principles are attacked by deleterious forces he is ever ready to give battle. Then he emerges from his shell as a very *parfit gentil knight*, sometimes victorious, sometimes defeated, yet even in defeat he has not surrendered one jot or tittle of his principles.

No body of men entrusted with any phase of control over the practice of any profession can exercise its functions in an atmosphere of either hilarity or gloom. This is a dogmatic statement and my own belief, shared, I am certain, by many in the profession. There are suitable media between outright hilarity and downright gloom, running the entire gamut in various and variable gradations, in which a body of men may meet in judicial conclave.

In one member I sensed the ability to furnish the conditions pertinent to a medium embracing some of these gradations which would and did create the one suitable atmosphere necessary to conduct this congress. Away from the conference room he was tireless in his ebullience, in his zest for life, his "youth triumphant" attitude. Although in his middle forties, his fun-loving caprices were always above the surface, perpetrated without malice, even with an air of unimpeachable dignity. Into the conference room he brought an air of happiness and zest that tempered the atmosphere of solemnity with a touch of humanness as welcome as a cup of water to a thirsty child. Yet he was as serious as Einstein calculating a coordinate as he pondered a question and weighed a premise. Still, in so doing, his winning personality flowed out and enveloped the others in a feeling of confidence in themselves and in him. I must confess that I cultivated him and sought him out more than I did the others because they lent their personalities to more standardized designations in addition to being better known to me.

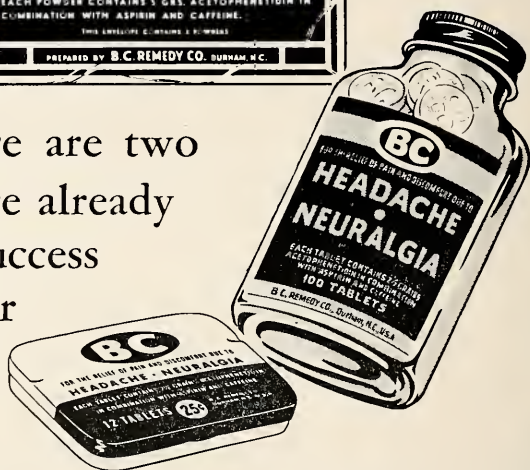
I sought to learn if his demeanor betokened a "devil-may-care" attitude, but when I was on the point of labelling him, another trait would emerge by quip or gesture to belie my impulsive designation. However, he revealed enough of himself to enable me to conclude that he, no less than the others, was admirably fitted to occupy position with them.

The one member of whom I had formed more previous opinions is the secretary-treasurer. I had had more contact with him than with any of the others. Most of the work of the Board devolves on the secretary, but his decision in Board matters is only

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Durham, N. C.

ne of the fifths of the whole five fifths. His the thankless job when "toes are tread upon." The smooth, routine operations live anonymity. Any feeling of animosity toward the Board is always directed toward the secretary. He it is who must bear the brunt of any malice or any adverse criticism. He must possess, in addition to his intrinsic qualifications, a pachydermatous skin, a leonine core, a pacific demeanor and a serene temperament.

On this visit I paid particular attention to the secretary; to his conduct of the duties of his office, his relations with other members of the Board. I attempted to gain further insight into his personality. His conscientiousness in the exercise of his duties could favorably impress the most exacting observers. His devotion to pharmacy, his continuous search for better ways and means by which to serve it, and his courage in being willing to stand up and be counted as one of its staunchest adherents, is not surpassed by any pharmacist anywhere. Neither is this quality surpassed by any other member of the Board, nor does his possession of this quality exceed their possession of it.

One facet of his personality gave me the impression he finds difficulty in "unbending," or revealing the worthy traits noticed and mentioned before. But those traits are there and are accessible for examination even though they do not explode from their crystalline. That any secretary of any pharmacy board remains in such a position in the face of all the buffering to which he is subjected may be classed as one of the marvels of the age. From my observation, unaffected, uninfluenced by extraneous opinions, I concluded that only a fervent devotion to pharmacy and a sense of feeling an urge and ability to accomplish something for its benefit goaded this secretary into remaining in his present capacity in the face of all the vicissitudes of the office and the inadequacy of the salary.

Examination of Candidates

Perhaps the most important function of a Board of Pharmacy is that of formulating and grading and rendering of examinations of applicants for legal license to practice.

How this function is performed affects the strength and standing of the profession in the eyes of the public.

The examiners are members of the Board. Even though four of them are more or less wholly engrossed in the conduct of their own businesses, they find the time and inclination to keep abreast of the changing type of examinations. This means the members of the Board must be conversant with the relationship of the training program of the schools of pharmacy to the examination itself. Since a year's internship or apprenticeship is a requirement for licensure, the examiners must also consider the requirements of that apprenticeship in formulating their examinations. The examiners must prepare an examination that will reveal the candidate's ability and his fitness to be granted a legal right to practice pharmacy. As the making and grading of examinations is a highly specialized art, any Board should have at least one trained specialist in that art.

Our Board is composed of men who meet these requirements. In this we are more fortunate than some states. When next the members of the profession nominate and ballot for a member to be commissioned on the Board it will be well to remember that fact. The present members of our Board are well equipped to formulate and grade an examination that will accomplish what is supposed to be accomplished; the protection of public health and welfare by restricting licensure to those who are able to demonstrate that they are safe and competent pharmacists. In fact our practical examination has gained national commendation and its methods and procedures will undoubtedly serve, either wholly or in part, as models for other states.

Some educators and authorities feel that a candidate's certificate of graduation from an accredited school of pharmacy should be accepted by a state board in lieu of the examinations other than the practical. As our Board is ever on the alert for new and progressive ideas, this trend of thought has not escaped them and they have given and are giving much consideration to this line of

Reach for

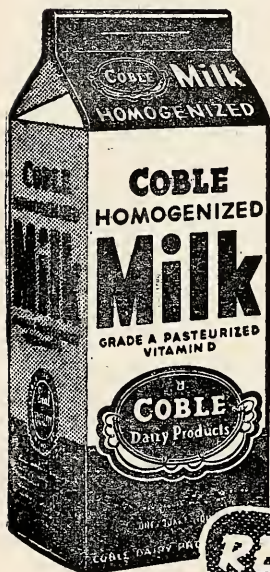


COBLE

MILK

in the new

**DAIRY GOLD
CARTON**



inking. This vigilance is one more qualification added to the many they possess.

A prelude to the examination proper is the interviewing of the candidates. Searching questions, rigid examination of the notebook of experience he kept during his apprenticeship, reveal many answers. His moral character, his temperamental fitness, his accuracy in detail, his abilities in particular phases of pharmacy are revealed to men who have trained themselves in the duties and requirements of examiners. This interview is conducted in an informal, at ease manner, without any intimation of tyranny. When the candidate's ability to be at ease before an examiner tells that examiner something of the candidate.

Another interview after the laboratory and written work of the practical examination is an important part of the examination. In this interview the candidate is required to read prescriptions, answer questions the one of which confronted him during his internship and will confront him as long as he practices pharmacy. Arbitrary answers are not required, but answers that reveal both knowledge and common sense are expected. Certainly a prospective pharmacist who has had a year of suitable internship should make a highly creditable showing.

The laboratory work should not discourage any candidate who is adequately prepared educationally and practically. The written portion of the practical examination reveals as much to the examiner as he should know in order to properly grade with fairness and integrity. Carelessness in answering has been the greatest cause for poor grades. And the revelation of carelessness to an examiner can only tell him the candidate is careless, inaccurate and inexact. Mistakes can be fatal. After all, a patient has only one life to lose.

In the practical examination the candidate is required to take prescriptions by telephone and transcribe them with all the necessary parts of prescriptions. He is also required to identify specimens or products with which he has daily contact. The specimens are as modern and up to date as tomorrow's newspaper and identifying them is evidence of capability.

Other portions of the examinations include the subjects: Pharmacy; Chemistry; Pharmaceutical Mathematics; Materia Medica, Toxicology and Posology. All of these are sensible, practical examinations that achieve their objective of determining the ability of the candidate to demonstrate that he is safe and competent. No more, no less.

The grading is done fairly and competently. The examiner has no more knowledge of whose paper or work he is grading than would have the merest bystander chosen at random from a street corner. It is simply a paper or laboratory work with a candidate's number affixed. The examiner makes himself a key of answers when he makes the examination and he guards the key better than he guards his money, or his life for that matter. Only when the papers or work is graded and/or analyzed do the candidates' names become joined with their work. There is a card device used at the beginning of the examinations that accomplishes this feature. I, myself, attempted to join a finished paper to a person but gave it up after several futile, and unsuccessful attempts. The finished, graded papers are kept securely in case there should be some future time arise a need for referring to them.

When a Board member prepares his examination in the subject he is to give, he submits it to the entire Board. A majority rules on the fitness and applicability of the questions. If the Board as a majority decide against the inclusion of a question or questions, the examiner who submitted the questions may substitute other questions until satisfactory questions are included. All members may suggest questions for any subject. The point is, the Board as a unit formulates the examination. No single member can or desires to dominate even his own examination. I have never heard of a case of disharmony resulting from mere disagreement.

What the Board Can and Cannot Do

The Board is one legally constituted agency for the control of the practice of pharmacy and for the conservation of essential public health interests. It is only one

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Advertised heavily and persistently on radio—in Life—Good Housekeeping—newspapers and through point-of-purchase . . . your STANBACK sales should soar “High as a kite.”

Display STANBACK—year round.



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Guaranteed by
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form of control; there are many to which pharmacy is subject. The federal government, its bureaus of FDA, FSA, FTC, Bureau of Narcotics, U. S. Public Health Service, all exercise control over the practice of pharmacy to greater or less degree. There are the legal controls at the local level, and the extralegal controls by manufacturing and trade organizations and professional associations. And, perhaps the most far reaching, the control of public opinion.

The Board of Pharmacy is charged with the control of pharmacy at the state level and is enjoined to enforce the pharmacy laws codified in the statutes. Pharmacy in North Carolina, being a self-governing profession, can best keep its house in order through a Board of Pharmacy. If this is not done by self-government, then the state can step in and make it entirely state-governed. It is not the purpose of this paper to debate the pros and cons of its condition, but one can say that he does not believe the state can function as well as can a self-government Board.

There has never been a time when pharmacy did not have its problems. Now it is the problem of facing a feeling of animosity toward *its own* Board of Pharmacy that has arisen and exists in some quarters. This feeling defies explanation when one seeks the cause or reason for the feeling. I say *Pharmacy* has this problem. If all pharmacists would take the trouble, if possible it be, to make the barest acquaintance with facts concerning their Board this problem would vanish as a thistle in the wind.

The proceedings of the Board are open for perusal to any pharmacist who cares to examine them. There is nothing secret about the actions or decisions of the Board except those of which the law would say the revealing would constitute injury to a citizen. The aims and goals of the Board are constantly being advertised to the profession by the media of their own periodicals and the crusading spirit of those pharmacists who are sufficiently mindful of their debt to pharmacy.

I have heard pharmacists actually giving

utterance to such fallacies as, "The Board is getting ready to close stores at dark; make all stores have two or more pharmacists; keep me from opening a store on Blank Street," and others as nonsensical. If these pharmacists had taken the trouble to know the facts, they would not let themselves believe in the impossible. The Board has no more right to close a store at dark, insist that all stores have two or more pharmacists, or prohibit any one, if he meets the requirements, from opening another store—however much such conditions are to be desired—than has my maternal grandfather, dead these many years—God rest his saintly soul. The Board has no desire, no power whatsoever to do any of these things, and it seeks no power to enable it to do them. It is concerned only with its duties and the shallowest imaginative thought that any of its members would seek to usurp its powers is anathema to it.

It is one of the foibles of human nature that man thinks that laws were made with benefits for him and penalties for the other fellow. It is all right with "Jim" for "Joe" to operate illegally if it benefits "Jim," but for "Joe" to operate illegally for "Joe's" sole gain and to the detriment of "Jim" does not set so well with "Jim."

The Pharmacy Law as it now stands contains many weaknesses which should be corrected in the interest of both the public and the profession. A correction would also delete some obsolete features contained in the Law. There has been a Revision of the Law devised that would not only bring about this correction but would also eliminate the confusion that seems to now exist concerning the requirements of the Law and the steps and procedures necessary for the correction of the infractions of the Law. While the Revision is not perfect, no Law ever is, it is the nearest perfect device that could be effected for the interest of the public and the profession. The members of the Board fully approve this Revision as do the majority of the pharmacists of the state. However, in view of the unrest which seems to pervade throughout the state concerning the profession, it now seems unwise to press for a new Law at this period.



**He doesn't
want more
Traffic...**

BUT YOU DO!

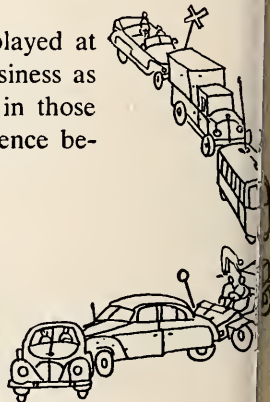
There are many ways to make customers beat a path to your door, and the successful druggist uses as many ways as he can adapt to his own circumstances.

One sure traffic builder is your soda fountain; and one proven way to make your soda fountain pay is to serve from it the South's favorite ice cream — Sealtest.

The name Sealtest — prominently displayed at your store—will attract soda fountain business as well as build store traffic . . . will bring in those extra customers that can mean the difference between *success* and *just doing business*.

Southern Dairies

Sealtest
ICE CREAM



The Board can only strive for a Revision of the Law and attain it with the help of all pharmacists who are generally interested in a modern Law. Until this majority in favor of a Revision of the Law becomes a preponderant majority, the chances for a new Law becoming a part of the statutes are not too bright. Herein is the aim of the Board for the betterment of pharmacy as a profession beyond the comprehension of all the pharmacists as a unity.

The Board is making great strides toward placing pharmacy on a greater professional plane, but it cannot be wholly successful alone. It can accomplish some of its aims and the aims of pharmacy by exercising its duties in the efficient manner its quality insures. This it does. But its efforts will be to no avail unless every pharmacist co-operates with it and works with it for the benefit of the profession as a whole. I notice in a perspective that strengthens a belief it is traveling too fast, is too far ahead of the pharmacists. There could be no valid objection if it takes them gently by the hand and lead them thither, if the leading and the following are done in mutual trust.

Board Decisions

While observing the Board in action during its business meeting, I was impressed by its serious yet informal attitude. I have mentioned the members of the Board and registered some of their personality traits as I saw them. They have many characteristics and qualities in common. One may have a quality or characteristic to a greater degree than another; one may have more of the *je ne sais quoi* than another; one is more a plodder, one is more mercurial than another—but this they have, each and all—a dignified but no less fervent, almost devout love for the profession of pharmacy, and they have it in abundance. They are gentlemen courageous, gentlemen unafraid.

In the business meeting they had routine matters to heed, such as granting reciprocity, renewing licenses. They had problems to solve, decisions to make that required courage and tact and humility. They derived no pleasure in denying an applicant something he and he alone had forfeited. On the

contrary there were visible signs of distress that their duty to the pharmacists of the state permitted of no other decision than the decision they were forced to make.

And all those who appeared at the meeting were given every courtesy, were made to feel at ease. Even the most recalcitrant could enter no objection to his treatment.

Conclusions

Serious and attentive observation of the Board in action led me to certain conclusions, arrived at without restraint, certainly without coercion, other than the coercion of my own convictions.

The Board needs more funds to effectively carry out its program designed to accomplish the duties entrusted to it and to grant a justified increase in salary to its whole time workers, including the clerical force. (Editor's note: The necessary legislation to meet this need has been passed by the present General Assembly.) The per diem stipend of the four members other than the secretary-treasurer is a mere token and could not begin to compensate them monetarily for their service on the Board. This is of no moment in the consideration of the need for additional funds since these four members are willing to sacrifice time away from their businesses in their genuine desire to be of service to pharmacy.

The policy of inviting observers to the meetings of the Board should be continued, even extended if possible.

Devise and execute a program of education calculated to acquaint the pharmacists of the state with the true functions and limitations of the Board. This educational program to be designed to gain the support of the public and the allied professions to the profession of pharmacy to the end that pharmacy be recognized more openly as a profession.

To employ an adequate force of professionally competent field agents to enable the Board to fulfill properly its legal responsibilities.

To study the possibilities of inaugurating a program that would include "refresher" courses of study for older pharmacists to enable them to more easily keep abreast of

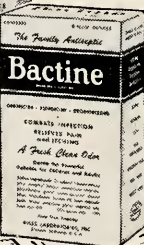
Don't Switch YOUR CUSTOMERS FROM THESE National Advertised Brands



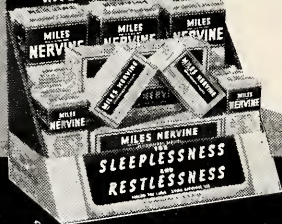
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Products are nationally advertised! Radio, TV, and every printed ad directs customers to the Drug Store.

The customer may take offense and walk out... or buy and be disappointed. Either way, it's the druggist who will lose. Profits from Brand Switching seem high, but the druggists lose in extra sales time and "leftover" inventory. People ask for advertised products. It's costly to throw away that "free push



Relax and Sleep
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Spotlight for April

Let NERVINE sell itself in this attractive display. You make a profit of \$2.71 on an investment of \$4.33, when it is part of a maximum discount order.

Assortment # 520 contains:

**3 large NERVINE Liquid
4 small NERVINE Liquid**

**2 large NERVINE Tablets
4 small NERVINE Tablets**

MILES LABORATORIES, INC.

ELKHART, INDIANA

PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

the most modern pharmaceutical procedures. This "refresher" course to be so designed as to work no hardship on any pharmacist—explore the possibilities of it being rendered an extension bureau.

Other Conclusions

That the Board is misunderstood as a body and individually by too great a percentage of the pharmacists of the state. That it is maligned without conclusive reason except for the reason of being misunderstood.

That the Board is genuinely interested in helping every pharmacist to legally practice pharmacy without hardship to him or detriment to his business or his position, believing that policy adhered to by all pharmacists will be of more benefit not only to each pharmacist but also to pharmacy as a profession than any illegal practice.

That a lowering of standards required for licensure is not the answer to the problem of the seeming dearth of pharmacists. That 91 pharmacists in 902 pharmacies should be able to compound 13.3 million prescriptions per annum.

That the Board, the Association, all pharmacists, the allied professions, the pharmacy educators of the state and all persons in any field of pharmacy, and the public, should strive wholeheartedly for better facilities and buildings that would enable the School of Pharmacy to double their present capacity of students.

That pharmacists generally are not sufficiently jealous of the concepts of their profession, that they need to "cultivate the green-eyed monster" more zealously. That such artisans as plumbers, electricians and graphic arts craftsmen are more watchful in guarding the concepts of their arts and crafts than are the pharmacists of their profession.

That North Carolina pharmacists should feel the pains of striving for a better understanding of its Board of Pharmacy; that they should be able to recognize their ward's qualities as well as observers from other states recognize it as one of the top-notch agencies of the United States that other states are learning to pattern.

I will conclude with an apt quotation, "As any Board of Pharmacy is in any place and at any time, so is pharmacy likely to be in that place and at that time."

Limited

Maybe the Legislature, as has been proposed, should reduce the professional standards of pharmacists. Perhaps people who have been working in drug stores for ten years should be allowed "limited licenses" if they pass a "practical" examination.

If this is done, however, the legislators should extend the same privileges in medicine, law, and other professions. Undoubtedly sometimes the doctors and the lawyers—maybe also the pharmacists—have pressed standards upward to keep competition down. If professional standards are going to be lowered by law, however, no one profession should be picked out for special reductions in the qualifications of the practitioners.—Editor, *News & Observer*, Raleigh, April 5, 1953.

FOR SALE

Progressive drug store with practically new fixtures and clean stock located in highly industrialized town with large weekly payroll; have 5 year lease at \$165 monthly rental with option for 2½ additional years; located across from post office near several large supermarkets; volume steadily increasing; experienced sales force. Will sell for part cash and balance on terms. Additional details on request. LK-48.

Returns to Sanford

Robert F. Harrison is back in Sanford with the Lee Drug Store after a year's stay in Wallace with Gowan Drug Store.

WHAT THE CLUBS ARE DOING

Durham-Orange Drug Club

J. W. Lansdowne, Assistant Manager, Professional Services Department of Eli Lilly Company, addressed members of The Durham-Orange Drug Club and the Durham-Orange Medical Society at a fellowship dinner held in Durham on March 11. Seventy doctors attended the dinner meeting as guests of the Drug Club.

Arrangements for the joint meeting were under the direction of I. T. Reamer, Charles Byerly, J. K. McCoy, C. B. Tyson, David McGowan and John Pickard.

According to Mr. Reamer, the party was one of the most successful of its type ever to be held in the Durham area.

Wayne County Drug Club

The Wayne County Drug Club held its regular monthly meeting in Goldsboro on March 18. Fifteen persons were present, 12 members and 3 visitors.

B. R. Ward, President of the N. C. Pharmaceutical Association, commented briefly on pharmaceutical legislation now being considered by the General Assembly in Raleigh.

Dr. Harold E. Wolfe, guest speaker for

the occasion, gave an address on physician-pharmacist relations.

Present by invitation were Robert L. Dewar, pharmacist of La Grange and Kenneth L. Wiggins, senior student at the School of Pharmacy, University of North Carolina.

Greensboro Drug Club

The Greensboro Drug Club met March 20 at Scott's Barbecue.

Officers for the coming year were elected. W. H. (Bill) Barton, president; Sam W. McFalls, vice-president; Jack Ranzenhofer, secretary-treasurer; Tom Crutchfield, entertainment chairman; Marion Edmonds, publicity chairman.

The business program was taken up with a general discussion on the problem of prescription pricing.

WNC Drug Club

Members of the WNC Drug Club, meeting in Asheville on April 10, were hosts to the Presidents of two other local drug clubs—G. C. Hartis of Winston-Salem and W. I. Barton of Greensboro. Ernest Rabil, an officer of the Winston-Salem Club, and NCPA Secretary W. J. Smith were present and spoke briefly.



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NUT SHOP **KK**
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

Attains High Scholastic Honors



L. E. REAVES, III

Cadet Leonard E. Reaves, III, son of Pharmacist and Mrs. L. E. Reaves, Jr. of Fayetteville, now enrolled at Culver Military Academy, has received numerous honors for his superior musical and scholastic attainments. He plans to enter Carolina this fall as a pre-med student.

Cadet Reaves has consistently performed in the upper tenth of his class at Culver and currently stands No. 6 in the graduating class of 172 cadets. He was recently elected to membership in Cum Laude, the highest honor a cadet can achieve at Culver.

Births

Frances Ann, daughter of Pharmacist and Mrs. Robert R. Woody of Burlington, was born at the Alamance County Hospital on March 17.



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\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

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Reaco A & D Capsules

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

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Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

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REACO PRODUCTS

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WEST DURHAM, NORTH CAROLINA

HOUSE BILL 419

(Continued from Page 145)

are not capable of passing a good examination in the specified field unless it is *limited to being easy*, in fact, completely superficial.

Second: '... to determine the capability of the applicant to perform the services of a *limited* pharmacist.' The only limit to his services that I can find from careful study of the bill is given in Section 6 'relating to the management of certain places of business by pharmacists.' Ask the proponents if the manager can be absent for a two weeks' vacation. The honest answer is yes, and it represents a liberal interpretation which is minor in comparison with other abuses that were flagrant when a minor license was recognized. If the applicant is capable of filling prescriptions during the absence of the pharmacist, he is legally recognized as a pharmacist and the proponents of the bill might just as well be honest and ask for the whole thing.

'It is interesting that the old joker 'in the temporary absence of the pharmacist' does not seem to be present in the substitute bill but the management statement takes care of this apology, in exaggerated form.

'This same bill was defeated in Georgia in 1951 and in Arkansas in 1952. Our people are just as good (if not better) and entitled to just as good health care as the people in those states.

'There are pharmacists and physicians who have supported this bill. The totals represent minorities in both groups, and it is an absolute and provable fact that nearly every single one of the proponents have a selfish reason for wanting the bill passed: a great benefit to a relative, old friend, business connection, and so on. Pharmacy-owners have also been interested in the passage of the bill for the purpose of getting cheaper pharmaceutical help.

'It is an old economic axiom that 'bad money drives out good.' For example, people will spend silver and will hoard gold. As a pharmaceutical example, countries that permit the importation of wormy Ergot do not receive the sound drug. I fully expect that the passage of this bill would cause some pharmacists to leave North Carolina. There are serious shortages of pharmacists in many other states, but there is not a single state that has a 'limited service license.'

'I would not be surprised if legislators had some tendency to think that we pharmacists are prejudiced on this bill, although the testimony of experts is generally welcomed. I am surprised to the extent to which some paid lobbyists have been believed.

'Actually, this whole problem must be solved to the advantage of the general public. The physicians who find pharmaceutical service inadequate can always go back to the situation which existed prior to 1880 when

the regulation of pharmacy was first requested by the North Carolina Medical Society. If service is poor, the physician can dispense his own medicines. This practice will hurt all segments of pharmacy (including the proponents) and the general public who will be reduced to the simpler remedies.

'This bill should be considered solely on the basis of its impact on the general public. The persons who will be recognized in the bill have been fooling the public. They have posed as real pharmacists. Some of them are called 'doctor.' They join organizations, and display the membership certificate as if it were a license. If handed a prescription with 'Are you the pharmacist?', they answer 'I'll take care of it.'

'An actual instance in Durham last summer proved the customers' reactions when the truth leaked out. There was no doubt about the personal resentment of customer who had been fooled into thinking that clerk was a registered pharmacist.

'I have received this same reaction when I have discussed the proposed bill with laymen. Is there anyone who is willing to take inferior service in respect to medication for themselves or loved ones?

'It is funny that the proponents of the bill are asking 'to make legal what we have been doing illegally.' How about bootleggers, etc.? The North Carolina Board of Pharmacy has made good headway in reducing violations of the pharmacy law. The proponents of the bill are only asking to reverse the trend of limiting pharmaceutical service to competent pharmacist. The proponents have exaggerated their unlawful acts, but it may be expected that the Board of Pharmacy will be able to accommodate them within reasonable time.'

Status of HB 419 on April 13

The House Judiciary Committee No. 2 meeting in Raleigh on April 9, again deferred action on HB 419. According to information available at press time, the substitute bill prepared by the sub-committee of Judiciary No. 2 is to be further amended. In other words, a substitute for the substitute is being prepared with further consideration by the Committee on April 14. With the Assembly speeding up its work looking towards an early adjournment date, HB 419 will have to be carefully watched. The proponents of HB 419 have been active in Raleigh, being represented by two prominent lawyers. The opposition has not been active as HB 419 would not have received a majority of the committee votes had the issue come up for a final decision during early April.

A New Service for Our Customers



MECHANICAL INVOICING

You will be glad to know we are installing a completely automatic Remington Rand invoicing system. The new system will be completely installed within the next few months.

The new invoicing system will give you a machine typed invoice with full item descriptions, free of pricing errors, with no errors in discounts and all totals automatically added by machine.

Mechanical invoicing is another step in Bodeker's efforts to serve you better.

The Bodeker Drug Co.

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"More than 100 years of friendly and dependable service"

BABIES



**Build
Bigger Profits!**

National Baby Week April 26-May 2

Every year more and more druggists are installing Baby Goods Departments in their stores, because they are learning that babies build bigger profits.

Just consider that four million babies will be born in 1953 . . . that's hundreds in *your* neighborhood . . . an average of eighty for every drug store in the country! With each baby needing about \$72.50 of drug store merchandise in the first year, you have a potential of \$5,800 sales volume in the first year alone . . . and every baby is a baby department customer for at least three years!

BE PREPARED to get your share of the Baby Goods Business. Install a BABY GOODS DEPARTMENT! . . . And, remember, King's is headquarters for Baby Goods. For further details, see King's salesman on his next call.

W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

S. O.
BALCONY



Shen Nung, legendary founder and patron god of Chinese Pharmacy, is said to have tested herbs on himself and written the Pen T'sao, first classification of drug plants. Picture taken from 3rd painting in Parke-Davis series.

IN THIS ISSUE

- Convention Program
- Theme Your Displays
- Credit Sales Promotion

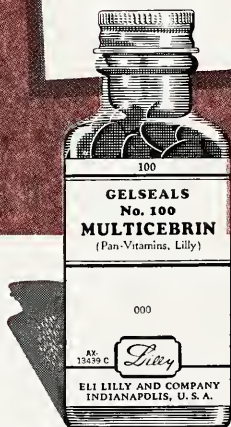
May, 1953

XIV Number 5

potency considered,

MULTICEBRIN

is the patient's "best buy"
in the quality
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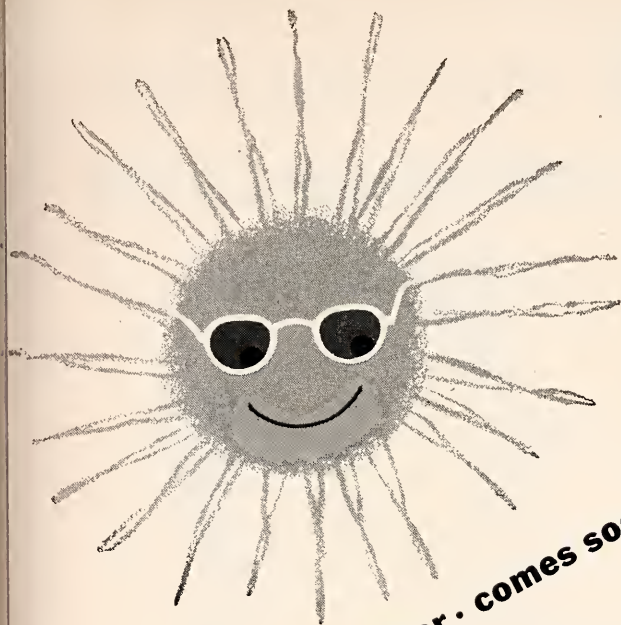
Prices are net trade and
subject to change or
withdrawal without notice.

'Multicebrin' is your "best buy," too, in the new case of fifty 100's at only \$146 per case. Your gross profit per case is \$97, or 39.9 percent on the selling price. Order a case today!

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CALADRYL®

CALAMINE AND BENADRYL®

HYDROCHLORIDE LOTION AND CREAM

CALADRYL brings welcome relief from the burning and itching of light sunburn, prickly heat, and diaper and cosmetic rashes. Its combination of 1 per cent Benadryl hydrochloride with a specially prepared calamine base, affords unusually effective antipruritic-antihistaminic action that also alleviates itching associated with hives, mild poison ivy and poison oak, insect bites, chickenpox and minor skin infections.

CALADRYL is cosmetically inconspicuous, resists rubbing off, washes or rinses off readily.

CALADRYL in lotion form is supplied in convenient 6-ounce bottles. It stays suspended for days—easily resuspended by slight shaking.

CALADRYL Cream is supplied in 1½-ounce collapsible tubes. It is a water-miscible cream, easily applied and removed.



Parke, Davis & Company
DETROIT, MICHIGAN

Best Wishes to the

N. C. P. A.

for the

BEST MEETING EVER

PEABODY DRUG CO.

DURHAM, N. C.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

AN OLD SOUTHERN CUSTOM...



More Popular Than Ever!



FROM THE LOVERS of yesterday the lovers of today have inherited the Old Southern Custom of giving Nunnally's. And they are using Nunnally's Box Bountiful more and more as a symbol of affection. Why not give that lovely lady a thrill with a box of Nunnally's today?



GIVE
Nunnally's
THE CANDY OF THE SOUTH

**BEST WISHES
FOR A VERY SUCCESSFUL
73RD ANNUAL CONVENTION**

**NORTH CAROLINA
PHARMACEUTICAL ASSOCIATION
PINEHURST, N. C.**

MAY 24-26



OWENS & MINOR DRUG CO., INC.

**1000 E. CARY STREET
RICHMOND, VIRGINIA**

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXXIV

MAY, 1953

No. 5

House Bill Killed by 58 to 32 Vote

On a split 6-6 vote with Chairman Sam Northington of Pitt County breaking the tie, House Bill 419 got out of the House Judiciary Committee No. 2 with a favorable report on April 23.

The bill, rewritten several times, had been in the hands of the committee for two months. As it came from the committee the proposed legislation was actually a substitute to the substitute to the sub-committee's substitute to House Bill 419. The final version contained the word "permit" instead of "limited license." Most of the later proposals provided for "a practical examination in compounding physicians' prescriptions."

After a debate lasting more than an hour, the House killed House Bill 419 by a 58-32 vote. More than a dozen members of The House spoke for and against the bill.

While more attention was centered on House Bill 419 during the recent Assembly, other legislation of importance was up for consideration, some of it enacted into law.

The sales tax status of packaged ice cream was clarified. There were a number of changes in the narcotics act. A revised schedule of fees to be collected by the Board

Pharmacy was passed. A complete summary of the legislative doings of the Assembly, with particular reference to Pharmacy, will be made by Attorney F. O. Bow-

man on Tuesday, May 26, during the NCPA Convention in Pinehurst.

One of the biggest disappointments was failure of the Assembly to include funds for a new pharmacy building in its bond issue. Rep. Clark of Lincoln County introduced a bill requesting the million dollars needed for the new building and equipment, but unfortunately the proposal got mixed up in a debate on bonds to be issued by the Assembly vs. bonds to be voted on by the public.

The Assembly had authority to issue bonds up to \$15 million without vote of the people. At the time the pharmacy building request was made, the bond issue was past the \$14 million mark. Another million would have thrown the issue into the hands of the people, hence Pharmacy lost out, not on the merit of its needs, but on account of certain groups insisting that the previously approved \$14 million would be endangered by a public vote.

Pharmacy would have been happy to have had the public decide this issue by a general bond vote, but powerful forces in and out of The Assembly decided otherwise. Since a doubling of our present training facilities for pharmacists at Chapel Hill is the positive answer to some pressing problems in the State, the matter will be pursued with renewed vigor. This time a different approach will be used to achieve that which in the past has met with rebuffs and failure.

What Is a Convention?

The remarks are often made "Why hold a Convention?" "What good do they do?" and "Why bother attending?"

A Convention is our democratic way of doing business, and the representatives you have appointed report on the work they have done for you during the year.

Some say Conventions are too dry and everything is pre-arranged. Conventions are what you make them . . . and you get out of them just what you put in. If you are interested in the work of your Association you are interested in the reports presented by your representatives.

These reports are presented so that you may know what your officers are doing. If you agree with them you accept the reports. If you disagree with what has been done you ask questions and find out why these things were done. With the explanation you are usually told of the many details that are dealt with by your officials before they act on any matter, and on nearly every occasion the explanation is accepted.

Conventions are necessary. It is the only way your officials can openly tell you how they are functioning. Some say Conventions are unnecessary . . . but if you don't hold these Conventions the critics would be the first to say you are undemocratic and are not letting them know what is going on.

There are three classes of people in most organizations. Those who attend Meetings. Those who do not attend but have faith in the officials they appoint, and those who do not attend, but are critical.

Conventions are held so that members can hear and see what is going on. It is the open door of an organization but unfortunately too many people prefer not to go through the door.

Conventions will always be a part of our democratic system and as our system functions we will always have those who will attend and those who will stay away. We will also have those who are the workers, and those who prefer to criticize. A democracy gives them that privilege. Conventions, therefore are necessary.

TO THE MEMBERS OF THE

- N. C. Pharmaceutical Association
- The Woman's Auxiliary, NCPA
- The Traveling Men's Auxiliary, NCPA

**OUR BEST WISHES
FOR A MOST CONSTRUCTIVE MEETING**

O'HANLON-WATSON DRUG CO.

WINSTON-SALEM, N. C.

The Convention in Brief

NCPA, TMA, Woman's Auxiliary

CAROLINA HOTEL, PINEHURST

SUNDAY, MAY 24

- 4:00 P.M.—Registration Desks Open.
- 6:30 P.M.—Dinner—Main Dining Room.
- 8:00 P.M.—Joint Session—Ballroom.
- 9:30 P.M.—President's Reception—Card Room.

MONDAY, MAY 25

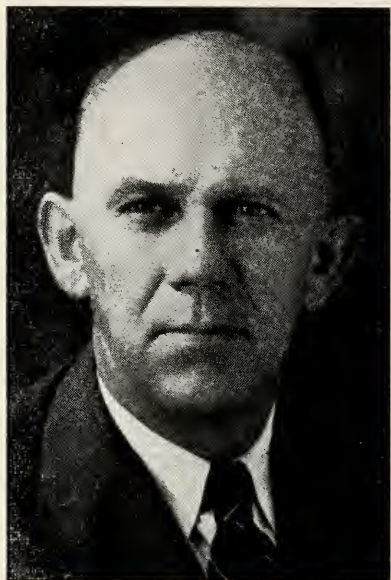
- 9:00 A.M.—TMA Golf Tournament, Pinehurst Country Club.
- 10:00 A.M.—NCPA Business Session, Ballroom.
- 10:00 A.M.—Woman's Auxiliary Program, Card Room.
- 12:30 P.M.—Lunch—Main Dining Room.
- 2:30 P.M.—NCPA Business Session, Ballroom.
- 2:30 P.M.—Woman's Auxiliary Program, Card Room.
- 7:00 P.M.—Banquet—Main Dining Room.
- 9:00 P.M.—Sale of "Mystery Boxes," Lobby.

TUESDAY, MAY 26

- 10:00 A.M.—NCPA Business Session, Ballroom.
- 10:00 A.M.—Woman's Auxiliary Business Session, Card Room.
- 10:00 A.M.—TMA Business Session, The Pine Room.
- 12:30 P.M.—Woman's Auxiliary Luncheon, Carolina Dining Room.
- 12:30 P.M.—Lunch, Main Dining Room.
- 2:00 P.M.—Woman's Auxiliary Prize Drawing, Card Room.
- 2:30 P.M.—Woman's Auxiliary Bridge Party, Card Room.
- 2:30 P.M.—Woman's Auxiliary Tour.
- 2:30 P.M.—NCPA Business Session, Ballroom.
- 6:30 P.M.—Dinner, Main Dining Room.
- 8:00 P.M.—TMA Floor Show, Ballroom.
- 9:00 P.M.—TMA Dance, Dean Hudson and His Orchestra.

**FOR COMPLETE DETAILS, REFER TO FOLLOWING PAGES DEVOTED
TO CONVENTION EVENTS SCHEDULED BY THE
THREE ORGANIZATIONS**

We know of no better hands in which to place the welfare of the NCPA than those of W. A. Ward (and his better half).



They come from our neck of the woods
and we're proud of them.

Dr. T. C. SMITH COMPANY
and its Salesmen

FRED BRANCH • D. M. GRIFFITH • J. W. HARRISON
G. R. HENSLEY • H. E. PHILLIPS • W. H. WORLEY

ASHEVILLE • NORTH CAROLINA

CONVENTION PROGRAM

Seventy-Third Annual Meeting

OF THE

N. C. Pharmaceutical Association

CAROLINA HOTEL, PINEHURST

SUNDAY, MAY 24

4:00 P.M.—Registration desks open in the lobby of The Carolina.

Registration Fees:

NCPA Members and Visitors—\$5.00.

TMA Members—\$15.00.

Woman's Auxiliary—\$2.00.

6:30 P.M.—Dinner—Main Dining Room.

8:00 P.M.—JOINT SESSION—Ballroom—with Presidents B. R. Ward, Mrs. James M. Darlington and W. S. Gibson, presiding.

Address of Welcome: Dr. Clement R. Monroe, Chief of Staff,
Moore County Hospital.

Response: Herbert E. Lovett, Liberty.

Songs by Norman Cordon.

Address: "What Answer for Our Age of Anxiety?", Dr. Carl
Hermann Voss.

9:30 P.M.—President's Reception—Card Room.

CONGRATULATIONS
TO THE
YANCEY PHARMACY
BURNSVILLE, N. C.

North Carolina's Newest and Most Beautiful Drug Store

We are indeed proud to have designed this unique store and

Furnished the Stanley Knight Soda Fountain, Fixtures,
Upholstered Booths, Cosmetic Cases, Counter and Displays.

Mr. Druggist—When in Western North Carolina don't fail to
see this store with 35 different type woods.

OLIN A. BERRYHILL
BERRYHILL FOUNTAIN SALES CO.

P. O. Box 3251

Phone 8945

Charlotte, N. C.

MONDAY, MAY 25

10:00 A.M.—Ballroom

Rite of the Roses—C. Louis Shields, Wallace.

President's Address—B. R. Ward, Goldsboro.

“Ethics in Modern Pharmacy”—F. Royce Franzoni, President-Elect,
American Pharmaceutical Association.

“Are You Selling Your Store to Your Community?”—Lewis W.
Rush, Vice-President, Advertisers Exchange.

12:30-2:00 P.M.

LUNCH—MAIN DINING ROOM

2:30 P.M.—Ballroom

“Baby Business Is Big Business”—James A. Crane, International
Latex Corporation.

“Customers Are People”—Douglas C. Rich, Eastman Kodak Com-
pany.

“Here's How the Druggist Can Make More Money”—this illustrated
feature comes from two of the most penetrating studies of the
retail drug business ever conducted.

“This Week Magazine Views the Drug Industry”

7:00 P.M.—Banquet—Main Dining Room

“My Life as a Spy”—Countess Maria Pulaski.

Sale of “Mystery Boxes” by The Woman's Auxiliary.

SIMPLE ARITHMETIC TELLS YOU IT'S A PROFIT MACHINE



Build sales with a
Coca-Cola Dispenser



*Ask for it either way
... both trade-marks
mean the same thing.*

TUESDAY, MAY 26

10:00 A.M.—Ballroom

Secretary-Treasurer's Report—W. J. Smith.

Legislative Report—Attorney F. O. Bowman.

“Some Concepts of Ethics and Integrity in the Practice of Pharmacy and Medicine”—J. V. Farrington, Greensboro.

Presentation of F. W. Hancock Portrait.

Report of the State Board of Pharmacy—H. C. McAllister, Secretary-Treasurer.

“Modernization—the Druggist's Answer to Competition”—color film presented by G. E. Edenfield, Sales Manager, McKesson & Robbins, Inc., Columbia Division.

12:30-2:00 P.M.

LUNCH—MAIN DINING ROOM

2:30 P.M.—Ballroom

UNC School of Pharmacy Report—Dean E. A. Brecht.

Report of the Pharmacy School Visitation Committee—T. R. Robinson, Jr., Goldsboro.

Report of the Committee on The President's Address.

Report of the Committee on Time and Place.

Report of the Committee on Resolutions.

Report of the Convention Registrar—C. M. Andrews.

Report of the Nominating Committee.

Installation of Officers.

Adjournment.

6:30 P.M.

DINNER—MAIN DINING ROOM

8:00 P.M.—Ballroom

TMA Floor Show and Dance. Dean Hudson's Orchestra.

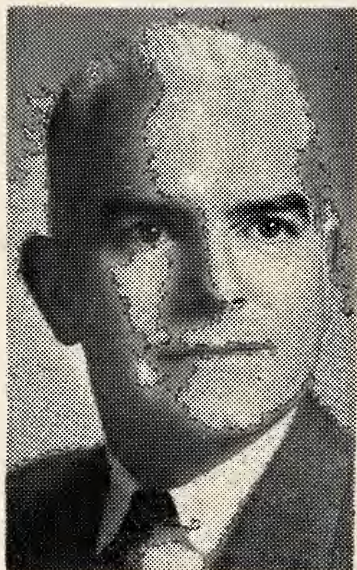
Coble Dairy Bar, operated by Employees of Coble Dairy Products, Inc., will be open in the hotel during the entire convention, serving free milkshakes, sundaes and other dairy products. And, for a quick snack and “The Pause that Refreshes” visit the Lance Booth, and the Coca-Cola Fountain.



DR. CARL HERMANN VOSS



F. ROYCE FRANZONI



JAMES A. CRANE



LEWIS W. RUSH

Some of the Convention Speakers

Dr. Carl Hermann Voss

Minister—World Traveller—Writer

Known throughout America as a fearless champion of the truth and as an eloquent exponent of the democratic way of life.

Widely travelled, for Dr. Voss has, during the last 20 years, visited repeatedly in Europe and the Middle East, particularly in Israel, and recently completed a tour of the continent of Africa.

This distinguished Protestant clergyman and educator speaks with authority on the world's problems. With dignity and integrity, he brings his keen analytical mind and his knowledge of international relations to play on the important issues involved in the crisis the Western world faces at this decisive hour.

Has been heard by the American public on such radio programs as the University of Chicago Roundtable of the Air, the Northwestern University Reviewing Stand, the New York Times Radio Forum, the American Forum of the Air, and television's Court of Current Issues.

Time: Sunday Night, May 24. Subject: "What Answer for Our Age of Anxiety?"

F. Royce Franzoni

President-Elect

American Pharmaceutical Association

Native of Washington, D. C. and graduate of the School of Pharmacy, George Washington University, Class of 1936.

Began pharmacy career at age of 15 with J. D. Gilman, wholesale and retail druggists in Washington. In 1946 became president of this firm, which is Washington's oldest drug store (1822).

Fellow in the American College of Apothecaries, member of the American Society of Hospital Pharmacists, a past president of the National Association of Boards of Pharmacy, member of the NARD and AAAS, honorary member of the Japanese Pharma-

ceutical Association; holds numerous committee assignments in the fields of health, trade and national defense.

Time: Monday, May 25. Subject: "Ethics in Modern Pharmacy."

James A. Crane

Manager, Mail Sales Division

International Latex Corporation

A graduate of Fordham University, Jim Crane is a strong advocate of departmentalization in drug stores. Is well acquainted with problems of retail druggists because of his field experience and managerial background.

Was the first representative of the Stanley Home Products Company to sell on the "Hostess Party" plan. Before joining International Latex, was sales promotion manager of Pro-phy-lae-tic Brush Company.

Time: Monday Afternoon, May 25. Subject: "Baby Business Is Big Business."

Lewis W. Rush

Vice-President

Advertisers Exchange, Inc.

Has been closely associated with retail drug store advertising since 1926. An authority on sales and sales promotional work, Mr. Rush has had an opportunity to watch all the different types of competition that pharmacists have faced from variety chains and department stores to super markets.

Knows how a store can be sold to the community through retail advertising, through personal contact inside the store, through the prescription department promotions to the public and to the doctor.

Has spoken on retail advertising in most of the States and in Canada.

Time: Monday, May 25. Subject: "Are You Selling Your Store to Your Community?"



FOUNTAIN FRUITS, FUDGES AND SYRUPS



FOR MORE THAN FORTY YEARS THE
FAVORITES WITH CAROLINA FOUNTAINS



H. B. HUNTER COMPANY, INC.,
Norfolk, Virginia

An Invitation from Mrs. Darlington

Plans have been under way for quite a while for the annual Convention of the North Carolina Pharmaceutical Association and its auxiliaries to be held at the spacious Carolina Hotel at lovely Pinehurst beginning Monday, May 24, and ending Tuesday, May 25. Members of the local committee at Pinehurst and Southern Pines would have me bid you a most cordial welcome. It is your convention and we definitely want you to come and enjoy the many interesting events planned for you. Our sponsors have been most generous in their plans for your entertainment.

The regular business session of the Women's Auxiliary will be held on Tuesday morning, May 26, at ten o'clock. It is most important that you attend this meeting. Reports of committee chairmen will be heard at this time as well as reports of the twelve local clubs of the Auxiliary. The meeting will be concluded with installation of the new officers. This meeting will be followed by a luncheon at the hotel, and it is hoped that many of you who find it impossible to attend the entire Convention will come for the business meeting and luncheon.

The complete Convention program is given elsewhere in this issue of THE CAROLINA

JOURNAL OF PHARMACY and will also be carried in an early issue of *Doings*, the Auxiliary bulletin. Please decide right now to come to Pinehurst for the 1953 Convention. I shall expect to see you there.



MRS. J. M. DARLINGTON

President

Woman's Auxiliary, NCPA



COUNTESS MARIA PULASKI

In Her Spellbinding Talk

"MY LIFE AS A SPY"

Don't miss this unusual opportunity to hear the exciting experiences of one of the most courageous espionage agents of World War II. You will long remember her thrilling story of intrigue and adventure. The Countess is en route to Hollywood where a picture will be made based upon her remarkable experiences as a spy.

Banquet Speaker, Monday night, May 25.
Sponsored by Coble Dairy Products, Inc.

WOMAN'S AUXILIARY

1952-1953

OFFICERS

<i>President</i>	Mrs. J. M. Darlington, Winston-Salem
<i>First Vice-President</i>	Mrs. Graham Culbreth, Southern Pines
<i>Second Vice-President</i>	Mrs. F. S. Goodrum, Greensboro
<i>Secretary</i>	Mrs. J. W. Harrison, Asheville
<i>Treasurer</i>	Mrs. J. P. Gamble, Monroe
<i>Parliamentarian</i>	Mrs. W. S. Gibson, Goldsboro
<i>Historian</i>	Mrs. H. A. Moose, Mt. Pleasant
<i>Advisor</i>	Mrs. Stephen Forrest, Greensboro
<i>Advisor</i>	Mrs. T. J. Ham, Jr., Yanceyville

P R O G R A M

Sunday Afternoon, May 24

4:00—Registration desk opens.

5:00—Meeting of Executive Board, Room 211.

8:00—Joint session, NCPA, TMA, Woman's Auxiliary. . Speaker—
Dr. Carl Hermann Voss. Songs by Norman Cordon. Ballroom.
Sponsored by wholesale druggists of the State.

9:30—President's reception. Card Room.
Sponsored by Buttereup Ice Cream Company.

Monday Morning, May 25

10:00—Illustrated talk "Home Decoration" by Foster Hamilton, III,
Interior Decorator and Designer, Brown's Furniture and Rug
Shoppe, Greensboro. Card Room.

Prize drawing, immediately following Mr. Hamilton's talk. Card
Room.

Monday Afternoon, May 25

2:30—Demonstration-Lecture "Flower Arrangements for the
Home," Mrs. B. L. Smith, Greensboro. Card Room.

Program and refreshments courtesy Pet Dairy Products Company.

7:00—Banquet. Dining Room, Carolina Hotel. Speaker—Countess
Maria Pulaski. Courtesy Coble Dairy Products.

Grand opening of Mystery Boxes immediately following the ban-
quet.

Tuesday Morning, May 26

10:00—BUSINESS SESSION

Call to Order

Invocation.....Mrs. Haywood Parker Watson

Greetings.....Mrs. W. P. Whitlock

Response.....Mrs. Homer Starling

Roll Call

Reading of Minutes

Report of Treasurer.....Mrs. J. P. Gamble

Report of Parliamentarian.....Mrs. W. S. Gibson

Report of Historian.....Mrs. H. A. Moose

Standing Committee Reports

Executive Committee.....Mrs. Graham Culbreth

Hospitality Committee.....Mrs. C. S. Goodrum

Membership Committee.....Mrs. Graham Culbreth

Resolutions Committee.....Mrs. Sam Jenkins

Publicity Committee.....Mrs. H. C. McAllister

Projects Committee.....Mrs. W. L. West

Nominating Committee.....Mrs. M. L. Jacobs

Musical Selections

Greetings

N. C. P. A.....B. R. Ward, President

School of Pharmacy.....E. A. Brecht, Dean

T. M. A.....W. S. Gibson, President

Reports of Local Auxiliaries

Asheville.....Mrs. J. W. Harrison

Burlington-Alamance.....Mrs. C. M. Andrews

Charlotte.....Mrs. R. L. White

Durham-Chapel Hill.....Mrs. W. B. Morgan

Greensboro.....Mrs. A. A. Gwynn

High Point.....Mrs. W. R. Comfort

Lizzie Hancock Chapter.....Mrs. D. D. Hocutt

Pharmacy Wives Organization.....Mrs. Grover Creech

Raleigh.....Mrs. Moffitt Moore

Sandhill Auxiliary.....Mrs. W. P. Whitlock

Wilmington.....Mrs. W. R. Adams

Winston-Salem.....Mrs. A. L. Fishel

President's Report and Recommendations

Announcements

Installation of Officers.....Mrs. W. A. Ward

Adjournment



Greetings from the Sandhills

It is certainly a happy privilege for us to welcome you again to the Convention in the Carolina Hotel, Pinehurst, May 24th through the 26th. We hope you can be with us the entire time of Convention but if that is not possible, please come for any part of it you can.

Convention workers and officials have arranged an attractive program for you, and besides events of that kind you will enjoy just being here.

Come prepared to have a good time, make new friends, and participate in the splendid congeniality of the men and women of the pharmacy.

The Sandhills druggists and the Auxiliaries extend to you and yours a hearty welcome and best wishes for a pleasant visit with

Cordially,

LOU CULBRETH

Convention Chairman



VISIT LILLY LABS.—As indicated by the picture, pharmacy students from UNC visited the Eli Lilly Laboratories in Indianapolis on April 12-14. Mr. Dave McGowan and his wife (front row, extreme left) and Mr. and Mrs. F. C. Hammerness of the School of Pharmacy (front row, 3rd and 4th from right) accompanied the students on their out-of-state trip.

Tuesday Afternoon, May 26

12:30—Luncheon—Dining Room, Carolina Hotel. Southern Dairies Host.

2:00—Prize Drawing. Card Room.

2:30—Bridge party for those who wish to play. Refreshments by Coca-Cola Company and Lance, Inc.

For those who do not play bridge, a tour of Pinehurst and Southern Pines. Register for tour at registration desk not later than Tuesday noon.

8:00—TMA party. Ballroom.

Hostess Committee

Mrs. Graham Culbreth, General Chairman

Mrs. Wesley R. Viall, Prize Chairman

Mrs. F. E. Campbell

Mrs. James Lawson

Mrs. R. C. Collins

Mrs. Joe Montesanti, Jr.

Mrs. L. Harris Coley, Jr.

Mrs. John Watson Neal

Mrs. Marion Edmonds

Mrs. J. T. Overton

Mrs. David Gamble

Mrs. Lloyd Prime

Mrs. J. Paul Gamble

Mrs. Florence Thrower

Mrs. Louis Holland

Mrs. Wesley Viall, Jr.

Mrs. R. W. Hunter

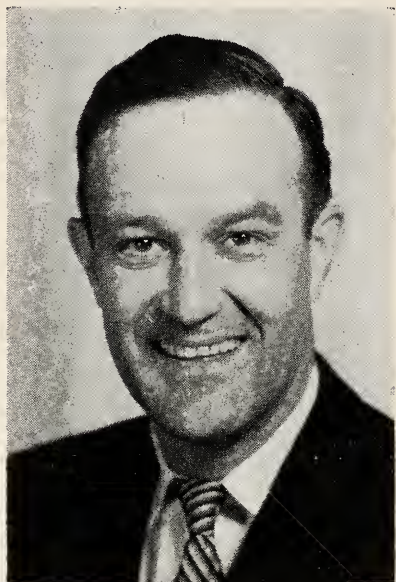
Mrs. W. B. Whitlock

Mrs. Coley and Mrs. Montesanti will serve as Pages for the Woman's Auxiliary meeting.

GROUP PICTURE

Group picture of all women attending Convention on Tuesday will be made on lawn at west end of Hotel immediately following the business session.

TMA Sponsors Top Floor Show and Orchestra



F. STANLEY PERRY

TMA

Entertainment Chairman

F. Stanley Perry, TMA Entertainment Chairman, announces the floor show this year will be supplied by the Music Corporation of America, with a well known comedian as MC.

The show, scheduled for Tuesday Night May 26, in the ballroom of The Carolina will include a novelty instrumental number, a good vocalist and an outstanding dance team.

Perry represents the Stephen F. Whitman Company, with headquarters in Raleigh. He has held various sales positions in this and other states for ten years.

For those who enjoy "America's New Look in Dance Music," the TMA is bringing Dean Hudson and his orchestra direct from the Terrace Room of the Hotel Statler, Buffalo.

The TMA-sponsored dance follows the floor show on Tuesday night, May 26.

Golf prizes will be awarded prior to the floor show.



TRAVELING MEN'S AUXILIARY

of the

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

OFFICERS

W. S. Gibson.....*President*
R. L. White.....*Vice-President*
J. Floyd Goodrich..*Secretary-Treasurer*
Hattie Leigh Palmer..*Asst. Sec.-Treas.*
Sara Dickey.....*Asst. Sec.-Treas.*

BOARD OF GOVERNORS

R. H. Brownie.....5 Years
G. C. Hartis.....4 Years
W. W. Morton.....3 Years
C. E. Davis.....2 Years
F. F. Potter.....1 Year

Convention Program

Sunday, May 24

4:00 P.M.—Register in Lobby of Carolina.

8:00 P.M.—Attend Joint Session, Ballroom.

Monday, May 25

9:00 A.M.—Golf Tournament, Pinehurst Country Club. W. W. Morton, Chairman. Green fees paid by B. C. Remedy Company. Prizes.

7:00 P.M.—Attend Banquet, Main Dining Room, Carolina.

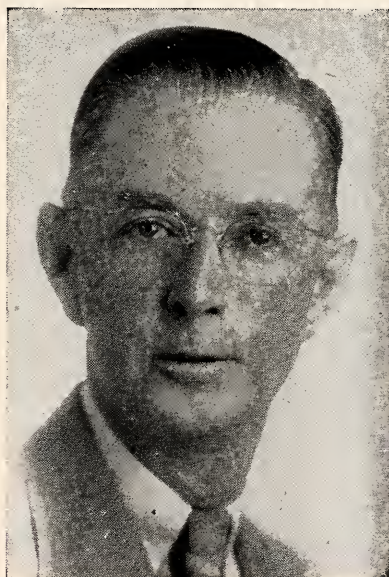
Tuesday, May 26

10:00 A.M.—Annual Business Session, Pine Room.

8:00 P.M.—TMA Floor Show and Dance, Ballroom.



W. S. GIBSON, Goldsboro
President



J. FLOYD GOODRICH, Durham
Secretary-Treasurer

Only "NORRIS-IZED"
[Patent Applied For]
CHOCOLATES

TASTE BETTER THAN
ANY OTHER
CANDY!



—
HERE'S
WHY
—

The VARIETY Box

They are made by the exclusive new "NORRIS-IZED" process—a secret process involving *HOMOGENIZATION* (used to improve milk and other creamy foods) now applied by NORRIS to improve candy, in a newly developed, exclusive method.

Try Some TODAY!

NORRIS
EXQUISITE
CANDIES

NORRIS Candy Company, 223 Peachtree St. N.E., Atlanta, Georgia

Grand Convention Prize: Pair of Chinchilla

Through the generous cooperation of Anderson's Chinchilla Exchange of High Point, owned by Mr. and Mrs. E. R. Anderson, Sr. and sons, the grand convention prize this year will be a pair of the fabulous South American fur-bearing chinchilla, valued at \$1,500.

Coats made of chinchilla pelts are priced at \$100,000 and upwards. So here is a chance to start a chinchilla ranch; to put those much-publicized mink coats to shame and legitimately, too.

Get your prize ticket at the registration desk. Award will be presented by Mr. Anderson on Tuesday night, May 26, preceding the TMA floor show. You do not have to be present to win.

Anderson's Chinchilla Exchange Shop, High Point, is operated by Mr. E. R. Anderson, Sr. and his two sons, Bill and Ernest, Jr.

Occupying quarters adjacent to their drug store, Anderson's West End Drug Store, 1550 English Street, the Chinchilla Store has all the necessary supplies to keep chinchilla in prime shape—cages, feed, supplies of all sorts.

Birds and bird supplies may also be purchased from the Store. If in the vicinity of High Point, visit the Andersons. They will be glad to show you their Store, which is the only one of its type in the State.



**\$1,500 pair of chinchilla to be awarded by Anderson's
Chinchilla Exchange Store, High Point**



A recent installation of Bastian-Blessing Soda Fountain-Luncheonette equipment at Kaleel's in Jacksonville, North Carolina



A recent installation of Key Line Store Fixtures at Kaleel's in Jacksonville, North Carolina

GRANT E. KEY, INC.

Manufacturers

Distributors

Lynchburg, Virginia

Schering Adopts Standard Drug Catalog

Schering Corporation, pharmaceutical manufacturers of Bloomfield, New Jersey, has voluntarily adopted the new standardized price catalogs for retail pharmacists and for wholesale druggists recommended and approved by the Commodity Standards Division of the United States Department of Commerce.

The drug industry has been increasingly aware of the need for standardization of the physical aspects and format of catalogs for manufacturers, wholesalers, and retailers. Over 400 new products and 150 new dosage forms are introduced each year by the pharmaceutical industry alone, and the lack of uniformity has resulted in confusion both in purchasing and distribution, as well as in use of drugs. By standardizing the sizes of binders, pages and margins, paper stock and type face, page styling, symbols, abbreviations of weights and measures according to U.S.P. and N.R. practices, alphabetical listing of products, column headings, etc., the committee, with the cooperation and continued support of pharmaceutical concerns, has established standard catalog specifications which will prove to be of invaluable help to the drug industry.

Proud of New Balance

In a newspaper message headed "A Little Thing of Much Importance," the Gardner Drug Company of Reidsville put the spotlight on their new streamlined Torsion balance, with this introductory message:

"In compounding prescriptions our registered druggists are sometimes called upon to weigh accurately as small a quantity of a drug as 1/8 grain, which is only one-fifth of an ounce avoirdupois. This requires training and precision."

Phil Link and A. B. Gilliam, Jr., are the two pharmacists on duty at Gardner Drug.

Florida Visitors

According to the colorful postcards coming our way, Florida has been a popular

spot here of late for Tar Heels. Mr. and Mrs. W. B. Gurley of Windsor, Mr. and Mrs. James M. Darlington and daughter of Winston-Salem, Mr. Roger A. McDuffie of Greensboro and Mr. John A. Goode of Asheville visited Florida in April.

Candidate

Dan W. Foster is a candidate for the Asheville City Council and is actively campaigning for the post throughout the city.

A native of Buncombe County, Mr. Foster was licensed as a pharmacist in 1926. Since that time he has been associated with various drug firms of Western N. C. He is now owner of the Palace Pharmacy, West Asheville.

Mr. Foster's hobby is farming and raising purebred Hereford cattle. He holds a private pilot's license.

Seminar Speaker

One of the guest speakers appearing on the seminar for pharmacists, jointly sponsored by the Virginia Pharmaceutical Association and the School of Pharmacy of the Medical College of Virginia, Richmond, April 8 and 9, was Thomas J. Ham, Jr. of Yanceyville. Mr. Ham spoke of the N. C. Institute of Pharmacy, how it was financed, its purpose, its future.

Faulkner Leads Ticket

In a recent election in Monroe to select members of the City Council, an employee of Gamble's Drug Store—Eddie Faulkner—was top man with 909 votes out of 1200 cast.

Seeks Reelection

Earl Tate, mayor of Lenoir since 1937, is a candidate for reelection. And over in nearby Spindale, Pharmacist-Mayor Gomer Davis seeks his second term, as head of his city's government.



food
poisoning

food allergies

antibiotics

summer digestive upsets

dietary indiscretions



how common are common diarrheas?

They are as prevalent as their causes are numerous. At least 80 causes of acute diarrheas are known to medicine . . . food poisoning and allergies, dietary indiscretions, summer digestive upsets, antibiotics rank high in the list.

Two decades ago, Upjohn introduced a new approach to diarrhea control— Kaopectate. It's as good today as it was then. The dual action of Kaopectate is simple, direct. By physical adsorption, it removes causative irritants. At the same time, it coats and protects the intestinal mucosa. It's promptly effective — and it's easy to take.

You know how popular Kaopectate is with physicians. And you know — from your year-round sales — that the call for Kaopectate is *almost* as common as common diarrheas.

Kaopectate

TRADEMARK REG. U. S. PAT. OFF.

first thought in the control of common diarrheas

each fluidounce contains: Kaolin 90 grs

Pectin 2 grs

In an aromatized and carminative vehicle

Upjohn

THE UPJOHN COMPANY, KALAMAZOO, MICHIGAN



Mr. and Mrs. John W. Bennick of Charlotte (left), recent guests of the STRIKE IT RICH program in New York, won \$2,000 for Miss Nettie Keever of The Queen City. The MC passes the good news along to Miss Keever, who is a complete invalid.

Attends National Show

Grant E. Key, of Grant E. Key, Inc., Lynchburg, distributor of Bastian-Blessing fountain-luncheonettes, took a delegation from his company to Chicago to attend the National Restaurant Show. With Mr. Key were his son, J. Vernon Key, who is interested in the firm, and J. B. Eudy and W. J. Zion, members of his sales staff. Mrs. Key and Mrs. J. Vernon Key accompanied their husbands. The entire group on May 10 attended the distributors' preview of the new line of fountain-food service equipment which The Bastian-Blessing Company introduced at the show.

Sandhills Auxiliary Elects

The Sandhills Pharmaceutical Auxiliary met April 28 at the home of Mrs. Graham Culbreth in Southern Pines.

The main subject of the evening was the coming NCPA convention to be held at Pinehurst.

Officers were elected for the coming year, as follows: Mrs. W. B. Whitlock, Aberdeen, president; Mrs. J. T. Overton, Southern Pines, vice-president and membership chairman; Mrs. Wesley Viall, Pinehurst, secretary-treasurer.

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

Abbott Laboratories • North Chicago, Illinois

“Hot” Isotopes Subject of Talk

Dr. Donalee L. Tabern addressed a large group of pharmacy faculty and students, pharmacists and physicians in the Howell Hall Auditorium of Pharmacy on April 2, on the subject of the Applications of Radioactive Tracer Techniques. Dr. Tabern is head of Radioactive Pharmaceuticals of Abbott Laboratories, North Chicago. The firm maintains a special plant at Oak Ridge for the manufacture of medicinally usable radioactive isotopes.

The talk was illustrated with slides and equipment was used to demonstrate the technique of measuring and administering radioactive elements by remote control. Radioactive isotopes are now being used extensively in properly equipped clinics and hospitals for both diagnosis and therapeutic treatment. It was stated that radioactive pharmaceuticals are now used to an extent which is equivalent to 750 grams of radium per year.

Radioactive iodine (I-131) is being used to carefully diagnose thyroid activity, to map the position and shape of the thyroid gland without surgery and to treat and to reduce excessive thyroid activity. Radioactive gold (Au-198) has been found helpful in the treatment of certain types of cancer.

Radioactive phosphorus (P-33) is used for correctly mapping the position of brain tumours prior to surgery. Other interesting uses of radioactive elements include the correct determination of blood volume and the relief of leukemias. Dr. Tabern emphasized the values of radioactive isotopes as im-

portant tools in obtaining new information from research.

This new field requires the establishment of “hot” laboratories and mastery of new knowledge and technique. It is a pioneer field which offers the promise of many valuable benefits.

P. A. Hayes Presented Honor Award

At the 76th Annual Dinner Meeting of the Greensboro Chamber of Commerce, Greensboro, N. C., Mr. P. A. Hayes, president of Justice Drug Company, was the recipient of one of the Honor Awards presented to Greensboro firms for more than a half-century of service to the community. Mr. Hayes is a past president and director of the Greensboro Chamber. The Hon. James A. Farley was speaker at the meeting.

April showered in several Birthday Celebrations at Justice Drug Company, Greensboro, N. C. Other than several employees, two of the younger executives, Stephen T. Forrest and William P. Brewer, both vice-presidents, celebrated their birthdays within the same week.

Robert F. Whiteley, salesman for Justice Drug Company, Greensboro, N. C., was a Birthday Celebrant in April.

Mr. and Mrs. Raymond G. Carroll were patients for several days at North Carolina Baptist Hospital, Winston-Salem, N. C., the latter part of March. Mr. Carroll is salesman for Justice Drug Company, Greensboro, N. C., and is now back working his territory.

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

**professionally preferred,
for superior spasmolysis . . .**

D o n i

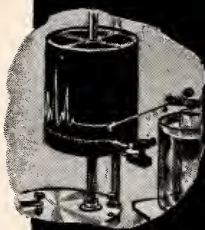


Donnatal[®]



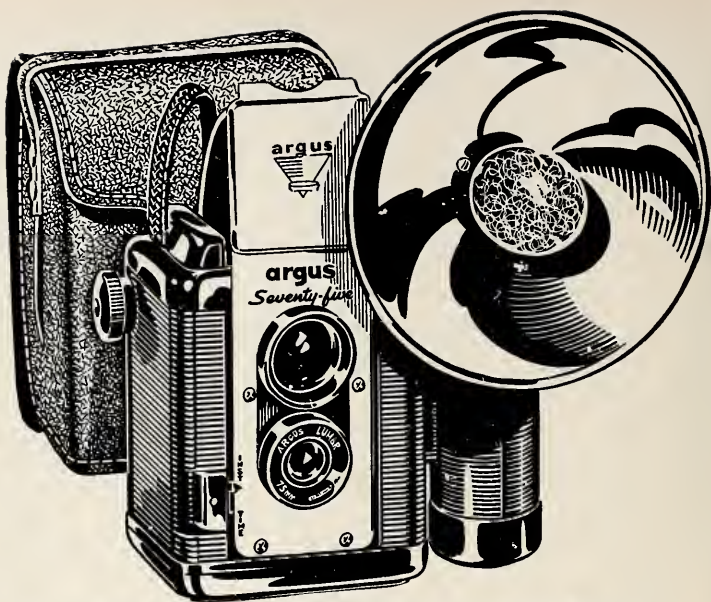
Employs natural belladonna alkaloids, in optimum standardized proportions,* for relief of gastrointestinal, urinary, biliary or uterine spasm. Prescribed by more physicians than any other spasmolytic.

Each Donnatal Tablet, Capsule, or 5 cc. of Elixir contains hyoscyamine sulfate 0.1037 mg., atropine sulfate 0.0194 mg., hyoscine hydrobromide 0.0065 mg., phenobarbital (¼ gr.) 16.2 mg. The formula is now available with the essential B-vitamins added, as DONNATAL PLUS tablets.



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Ethical Pharmaceuticals of Merit since 1878



The world's easiest camera to use

argus 75

CAMERA

\$15⁹⁵

FLASH—\$4.25
CASE—\$2.50

This camera takes the guesswork out of photography:—

Brilliant, extra-large viewfinder lets you see the picture exactly as you'll take it—assures always-in-focus shots. Double exposure prevention saves pictures, saves film. Precision-synchronized plug-in flash allows you to take pictures indoors or on dark days. Ideal for color and black-and-white.

We are now ARGUS Distributors

We also carry a complete line of Eastman Kodak Supplies and many other still and motion picture specialties.

Scott Drug Co.

Charlotte, N. C.

WHAT THE CLUBS ARE DOING —

Wayne County

Reported by J. E. F. HICKS

The Wayne County Drug Club met in Goldsboro on April 15 with President Herbert Taylor presiding.

An address by A. F. Carrere, advertising manager of *The Goldsboro News-Argus*, highlighted the meeting. The speaker discussed drug store advertising, and drew many comments and questions from the members present.

The Club went on record as favoring the admission of pharmacists from outside Wayne County to Club membership.

Plans for a ladies night to be held in the fall were enthusiastically received.

Cumberland County

At a recent meeting of the Cumberland County Drug Club in Fayetteville, L. E. Leaves, Jr. was elected president for the coming year.

Other officers named were: Ruffin Horne, vice-president; Cade Brooks, secretary-treasurer.

Northeastern N. C. Drug Club

With 77 members, their wives and guests present, the Northeastern N. C. Drug Club met in Washington on March 25 with Edmund H. Harding as the after dinner speaker.

Joe Anderson, New Bern pharmacist, gave the address of welcome, to which a response was given by Mrs. W. H. Hollowell, Jr. of Edenton.

Attractive gifts were presented to the ladies present. A dessert course of ice cream molded into the shape of a mortar & pestle was served with the compliments of the Carolina Ice Cream Company.

Western N. C. Drug Club

The April 10th meeting of the Western N. C. Drug Club was made up of short

talks by several out-of-town visitors: G. C. Hartis, president of the Winston-Salem Drug Club, and Ernest Rabil of Winston-Salem; William H. (Bill) Barton, president of the Greensboro Drug Club; and NCPA Secretary W. J. Smith of Chapel Hill.

A legislative report was presented by W. A. Ward, NCPA president-elect.

Earl Houser, Club president, presided during the business session. Work continues on the Club's major project—the renovation of a recently purchased club house located near Weaverville.

Greensboro Drug Club

Reported by MARION M. EDMONDS

The Greensboro Drug Club met Friday, April 17, at Bliss Restaurant. Mr. T. G. Crutchfield, Program Chairman, had a very interesting program in connection with the American Cancer Society's current drive for funds. Mr. Stroud Brooks presented a film depicting current research developments and treatment of certain types of the disease.

Dr. M. L. LeBauer then commented briefly on the film and delivered a short talk on treatment and diagnosis of the many types of cancer.

Mr. David D. Claytor was appointed chairman of the Rx Blank Committee.

Born to Mr. and Mrs. Ben Collins, Elizabeth Ann; arrived April 1, and the little lady weighed 6 lbs.-2 ozs. Born to Mr. and Mrs. R. E. Foster, on April 18, Ralph Emerson Foster III, weight—7 lbs.-5 ozs.

New Locals?

Plans have been announced looking towards the formation of two new local drug clubs, one in Charlotte, the other in Stanly County. Whether or not the clubs materialize depends on interest of potential members.

Gilbert Colina is heading up the campaign in Charlotte while W. H. Burbage of Albemarle is spearheading the drive for a club in Stanly County.

STANBACK PUTS *Wind* INTO YOUR PROFITS!

As spring winds bring change-of-season colds and headaches to North Carolinians, your sales of STANBACK can bring you constant profits through quick turnover and little display space.

Advertised heavily and persistently on radio—in Life—Good Housekeeping—newspapers and through point-of-purchase your STANBACK sales should soar “High as a kite.”

Display STANBACK—year round.



REPLACEMENT OR A REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

STANBACK

Bill Gibson to Open Pharmacy in Goldsboro

New drug store permits, change in ownership of established drug stores, reciprocity and other matters kept the Board of Pharmacy occupied on April 21 in an all-day business session lasting until 7 P.M.

W. S. (Bill) Gibson, well-known salesman for Bodeker Drug Company in eastern N. C., is opening Gibson's Drug Store in Goldsboro. Mr. John E. F. Hicks will be associated with Mr. Gibson in operating the store.

The drug store in Middlesex formerly operated by Dr. E. C. Powell has been purchased by Grady Thomas of Lillington and will be operated as the "Thomas Drug Store" in the future.

Kermit McNair is establishing McNair's Drug Store (col.) in Windsor.

Mr. J. T. Vinson, Sr. has transferred ownership of Vinson's Drug Store, Goldsboro, to his son.

A. Q. Brinson has reopened the Kenansville Drug Store with R. J. Boaz in charge of the prescription department.

Mike L. Borders of Chadbourn is the new owner of the Lumberton Drug Company, which was recently purchased from Billy Ridgers and J. N. Britt, Jr.

Robert Dewar of La Grange and Wayne

Mitchell of Kinston are opening a new drug store in La Grange—the La Grange Pharmacy. Mr. Dewar has resigned as pharmacist with the Adams Drug Company of La Grange while Mr. Mitchell will remain with the College St.

Bob Scharff is opening a drug store in Clemmons (between Winston-Salem and Mocksville).

Albert Chandley and Raymond Coppedge are opening a second drug store in Asheville—the Asheville Pharmacy No. 2 near the Buncombe County courthouse. Charlotte Plemmons will be pharmacist in charge.

Rufus O. Harris will be in charge of the Hotel Selwyn Pharmacy of Charlotte, owned by Frank Muratori. Mr. Muratori continues as owner-manager of the Hotel Charlotte Pharmacy.

Reciprocity licenses were issued to Ernest Foss (Maine) with Swaney's Drug Store of Winston-Salem; Garland Page (Alabama) with Black's Drug Store, Hickory; and Neal Jennings (Georgia) with the Acme Drug Company, Burlington.

Continuing its practice of inviting pharmacists to sit in on the meetings of the Board, the following pharmacists attended the April 21st session: J. S. LeGette and J. S. Nance of Charlotte, J. W. Pike, Jr. of Concord, E. G. Caldwell of Lumberton, Ruffin Horne of Fayetteville and N. O. McDowell, Jr. of Scotland Neck.



THE WORLD'S FINEST SALTED NUTS Fresh From Our



The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

***For the Pharmacist
and members of the T. M. A.***

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

Lilly Nets \$120 Million in Sales

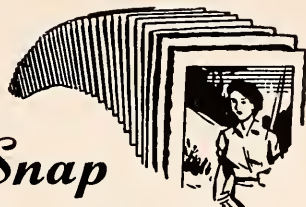
Shareholders of Eli Lilly and Company met recently for their seventy-second annual meeting. Company president J. K. Lilly presented a summary of 1952 operations, along with an analysis of influencing factors. Net sales were the second largest in the company's history, amounting to \$120,089,000. This was a decline of 3.3 percent from the 1951 volume, which was a record sales year. Profits were \$22,540,000 before taxes, and the net profit after taxes was \$11,711,000. The net profit was \$5,023,000 less than last year.

Commenting on the year's business, Mr. Lilly said: "The primary reason for the decreases both in sales and in profits was the competitive situation in the antibiotics field. Substantial reductions in antibiotic prices early in 1952 resulted in the payment of almost \$4,000,000 in rebates to wholesalers, retailers, hospitals, and doctors for the antibiotic inventories which they had on hand. Profits were further reduced by the continuing increase in the cost of doing business at a time when prices were being reduced. There was also a substantial decline in export sales, due to a dollar shortage for imports in major overseas markets. An inventory write-down of certain items at year's end accounted for a reduction of approximately \$750,000 in net profits after taxes."

Mr. Lilly also stated: "I wish to report the fundamental soundness of the Lilly organization for progress and contributions to medicine during the years ahead. The fact that the ability and quality of our personnel rank very high in the industry is an asset of first importance and is one which is found neither in the income and expense statement nor in the balance sheet.

"The discovery, development, manufacturing, and marketing of our splendid new broad-spectrum antibiotic 'Ilotycin' (Erythromycin, Lilly) constituted a great contribution to the advance of medicine in 1952. Inasmuch as the first marketing of this product did not occur until late in 1952, this important addition to our catalogue will not begin to bear fruit in the form of a substantial advance in the affairs of our corporation until this new year of 1953."

*It's
A Snap*



TO
**INCREASE YOUR
PHOTO
FINISHING
PROFITS**


**when you use the
BEST QUALITY
MOST MODERN
FASTEST SERVICE
IN THE SOUTH
at the LOWEST COST!**

Inquire about

- ★ OUR DIFFERENT PRINTING PROCESS
- ★ OUR MAXIMUM DISCOUNTS

All Films
RECEIVED BEFORE
10 A. M.
WILL BE SHIPPED OUT
THE SAME DAY
Call or Write
JIM BULLARD

Richmond
CAMERA SHOP



217 E. GRACE ST.
RICHMOND, VIRGINIA - DIAL 7-0759



*There isn't anything
better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

Theme Your Display with Timeliness

JAMES W. HARRISON, Asheville

Almost all drug stores in North Carolina or anywhere, be they large or small, have at least one of their personnel who are able to execute attractive displays that urge customers to buy.

One of the most charming and appealing group of displays this writer has observed during the past twenty years made up a storewide and window display used at Eckerd's Patton Avenue store in Asheville the last two weeks of March and the first week of April.

The store displays were of cosmetics and toiletries while the window display used Helena Rubinstein "make-up" products within the "Coronation" motif.

The window background was a mountain lake scene that was unmistakably a springtime scene of western North Carolina, but which very well could have been an early summer scene of one of Scotland's ruggedly yet tranquilly beautiful vistas. The middle-ground "prop" consisted of a Royal coach with plug-hatted and suitably garbed coachman with the lone passenger being the Queen attired in Royal purple gown and robes. The coach was drawn by a pair of rabbits, blending the Easter and Coronation themes. In the foreground were the preparations of Helena Rubinstein arranged in semi-symmetrical array.

The entire display accomplished its designs beyond expectations. It caused pause for attentive observation, it evoked interest, it created desire and stirred the volition of customers. They entered the store into an atmosphere even more heady.

Nine glass-encased floor cases make up a portion of the left side of the Eckerd-Patton store. In each were grouped preparations of the various lines carried. In only one case was there more than one line represented. The products of Shulton, Houbigant, Dana, DeVilbiss, Max Factor, Revlon, Arden, Tussy, Hudnut, and Rubinstein were excellently presented.

Perhaps the Arden and Rubinstein displays were most lavishly executed. Rubinstein with its American Beauty roses and rich black floor of luxurious brocade, and

Arden with its "pet" theme carrying out the illusion of Easter with paradoxical realism, its daisies and apple blossoms betokening springtime imposed upon blue and white net floor cloth would rank high in any judge's estimation.

All the displays revealed a master's touch. There were hand made appurtenances wholly in accord with the predominant theme. The coach in the window, the picket fences, the trellises were real and authentic. Birds made of real feathers—one could almost hear their tonal trilling as they perched on tree branches. Bees drinking in the nectar of spring flowers, butterflies flitting hither and yon, rabbits gamboling in the brush, a setter drowsing in the sun, a bewitching kitten lazing in a beam of sunlight—all were real enough to dispel illusion and come alive before one's very eyes.

There was beauty in every single piece of background "prop," there was care and thought in every placement of every piece of merchandise. The entire scheme attracted, impelled, created an atmosphere of luxury, instilled a feeling of yearning covetousness.

These displays were executed by Joe Sheldon, who has been with Eckerd's for eight years. Joe is the sort of talented person who loves to exploit beauty and who has the ability to do so. Charles A. Beaman, manager of Eckerd's two Asheville stores, was not the first to discover Joe's talent but it remained for him to abet and encourage it to the point where he furnished a workshop with enough tools to make a full time carpenter envious.

Joe is versatile enough to take a stint on the floor where his motivating characteristics of an altruistic nature, deft hands, and analytical mind serve the customers well. His work on the floor is more a "doubling in brass" since most of his time is used in planning and executing the many displays used by the two stores. Some of his handiwork may be seen at the Haywood Street store where he has changed the once unsightly helter skelter storing of merchandise over fixtures into placements of utility and uniformity, giving the appearance of natural

(Continued on Page 227)

Reach for

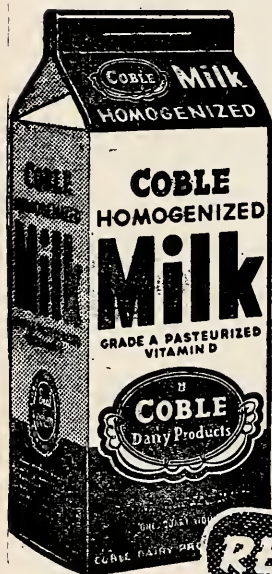


COBLE

MILK

in the new

**DAIRY GOLD
CARTON**



THEME YOUR DISPLAYS

fitness. He is a self-taught artisan without the erratic overtones of the precocious genius. His ability to construct a drug store fixture that attains the finished appearance of a Grand Rapids or High Point piece is an attribute that causes the usual awkward "Mr. Fixit" to marvel.

There are few stores that can afford a full time display man but there are also few that can afford not to fully exploit the recognized talent of any of the personnel. The ability to plan and execute displays that attract and pull in the customers and move them to buy is a great gift, but nonetheless an aptitude that should be encouraged.

These displays used by Eckerd's took advantage of the approach of Easter and the forthcoming Coronation of Queen Elizabeth to supply a *motif* around which to concentrate a general scheme. Both were timely. At this writing the Coronation is timely in

that it is the subject of conversation even in the United States.

Tying in a display with the seasons, with newsworthy events already transpired or yet to happen, have ever been basic principles exploited by smart operators. Yet these principles have not always been strictly adhered to. So many druggists do not take full advantage of the possibilities of display. There is nothing so incongruous as having one window with a professional display while the window in juxtaposition boasts a placard depicting a man flamboyantly giving utterance to "we're not medicine men, we're tobacco men."

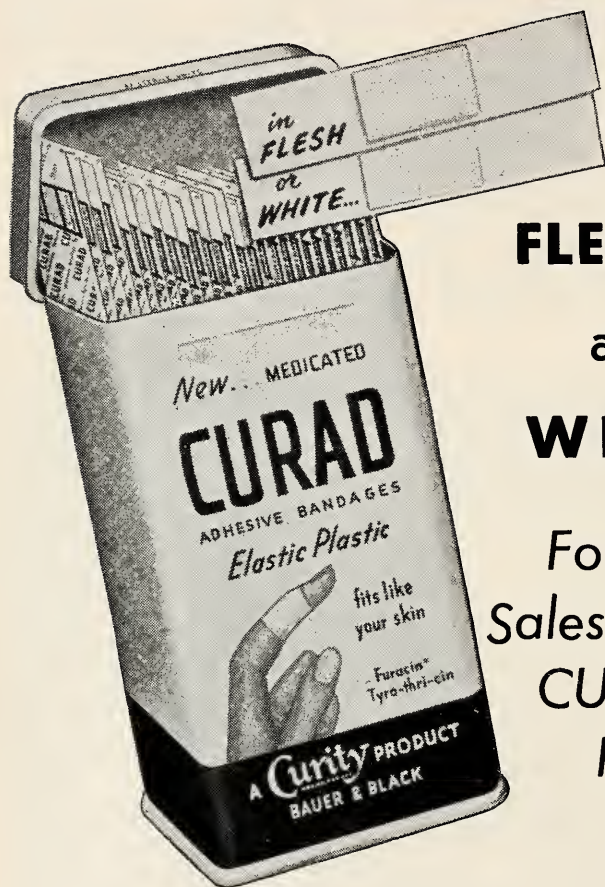
Carelessness in relegating display work almost always fails to accomplish the designs of good display. Those who regard it as a chore to be done by the first missionary who comes along with a two-dollar bill are sacrificing a proved volume producer for less than a satisfying pottage.



Window Display with a Cosmetic-Coronation-Easter Theme used at Eckerd's Patton Avenue Store, Asheville, during March and April.

THE NEW
PLASTIC
BANDAGE

CURAD®



now in

FLESH COLOR

as well as

WHITE . .

For Maximum
Sales—feature both
CURAD Colors—
**FLESH and
WHITE**

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

Dependable Service Since 1898

Big Potential

Every day 62,000 babies are born. That means that thousands of new customers are soon going to be in the market for your goods.

Wins Exhibition Cup

At the N. C. Photographers Association exhibition in High Point during April, a photograph of young Lynn Johnson (age 2½) won the cup for the best child portrait and "best in show prize." The photograph was entered in the exhibition by B. A. Culberson, Asheville photographer.

Lynn's father, now a pharmacy student at the University, will graduate in June. He has been doing part-time work at Rogers Drug Store, Durham, but plans to return to Asheville in late June to be associated with his father in the operation of Kenilworth Drug Store.

Attempted Theft Broken Up

A narcotics thief has learned it doesn't pay to cross the path of straight shooting L. P. Booth, owner of the Hayesville Pharmacy.

The thief made so much noise entering the store that it awoke Mr. Booth during the early morning hours of April 2. When called upon to surrender, the thief attempted to get away but a pistol shot placed squarely over his head by Mr. Booth changed any departure plans he might have had. Instead he came out of the store with his hands elevated. When examined, his pockets were found to be filled with narcotics drugs.

Survey on Salaries Announced

According to a survey completed in the State about 30 days ago, the highest monthly salary being paid to a chief hospital pharmacist (by those participating in the survey) is \$575.00.

The lowest salary in this rank is \$325. The most frequent salary listed was \$450.

Staff hospital pharmacists receive monthly compensation varying from \$300 to \$367 (highest). The most frequent salary listed was \$350.

Intern hospital pharmacists earn from \$105 to \$275 a month.

Twenty-two hospital pharmacists participated in the survey. The results were announced by Gilbert Colina of Charlotte, president of the N. C. Society of Hospital Pharmacists.

Arrested

Charles Ray Hodges was recently arrested on robbery charges involving a safe valued at \$1,000 from Wiggin's Drug Store, Buies Creek.

Pre-Penicillin Days

Dr. A. C. Richmond, Ft. Madison, Iowa, reporting the progress of a case in 1900: "Robert S., age 18, acute tonsillitis, temperature, 104, very septic sore throat." The next day: "Still very ill, giving him the moldy bread with aspirin in capsules, three capsules four times a day." Next day: "Improvement is unbelievable. I shall give all my patients with fever and infections, mold. If I should tell the other doctors about this they would think I was crazy."—*Missouri State Medical Journal*.

Solves Robberies

A series of drug store break-ins are believed to have been solved with the arrest of Lacy Thomas of Fayetteville.

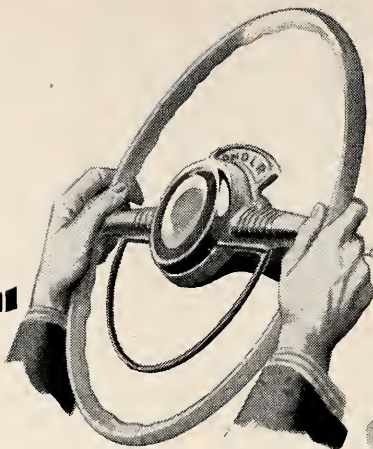
Thomas is believed to be involved in these robberies: The Davis & Melvin Drug Store of Roseboro; The Salemburg Drug Company, Salemburg; Garland Drug Company, Garland; and the Gram Drug Company of Parkton.

The thefts extended over a 4-month period.

We have "POWER STEERING"

too...

And Our Power Steering works *all the time*... steering customers to you from our radio and television audiences... guiding readers of magazines and newspapers... driving home our sales story to consumers in every city and town in the United States! Our Power Steering... directing everyone to the DRUGSTORE... is Advertising... strong, forceful advertising.



AT THE SODA FOUNTAIN



AT THE DRUG COUNTER



AT THE SELF-SERVICE
ISLAND DISPENSER

...that sells
Alka-Seltzer

BRAND

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P.S. Remember... when you display
ALKA-SELTZER, Power Steering is standard equipment.

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The NCPA Course in Retail Credit and Collecting

By PLASCO G. MOORE

LESSON FIVE—CREDIT SALES PROMOTION

TRY YOUR HAND AT ANSWERING THESE QUESTIONS

1. Is it better to let credit sales take a "natural flow," or is it better to try to get all the good credit business possible?
2. Which type of customer will generally buy most from you: (1) The credit customer, or (2) Your cash customer?
3. Which type of credit customer is the most profitable: (1) The one who comes in in desperate need for credit, or (2) The one who accepts credits as a convenience rather than a necessity?
4. Name one way which will assure you of getting as a permanent customer each new person who moves into your community.
5. How can transfers of credit record help you in getting more good credit customers on your books?

Why Promote Credit Business?

In answering this question, one must understand that credit business conducted in a *profitable* manner is even better than cash business. In other words, if you have already adopted a credit *authorizing* policy something of a similar nature to that described in this course, you have virtually assured yourself of maintaining a profitable credit business.

If your policy of opening accounts is correct—you need not fear. If your policy is wrong—you will fear and you will most likely lose more than your share in uncollectable accounts. But, if you use the *written credit application form* and if you make credit investigations thoroughly by securing complete report from your credit bureau before approving an account—then you need not fear *credit sales promotion*.

In other words, if your policy is right, your percentage of loss will be the same for ten good credit customers as it will be for one thousand. If ten good credit customers are profitable to you—then why are not one thousand customers profitable? How you feel about this most likely depends on your objective approach to the problem—it all depends on how much time you have taken to even consider the question.

Who Loses Most?

The merchant who loses most on uncollectable accounts is the one who operates a "charity drug store." What we mean is: The type of drug store operator who waits for the "desperate" customers to come in for credit and when they do, he reluctantly gives in. Because a large percentage of this type of credit customer do not pay—he views credit sales promotion with a grim view and treats those potentially good credit customers in the same manner as those who are not potentially good.

It only follows then that the merchant who "hides" his credit business under the counter, only to bring it out in the open when some undesirable credit customer "begs him for credit," is the one who will have the highest percentage of loss.

Where Does the Profit Lie?

The profit in credit business lies in the good paying customer. Then why wait for them to come in. The merchant who wants to double his volume *profitably* and *safely* has just this opportunity through good, well-planned credit sales promotion procedures.

I know a customer who moved to a town sixteen years ago. He, since that time, has bought all his drug store needs at *one single store*. His wife buys there and his

(Continued on Page 233)

For Over Fifty Years

CAPUDINE

The Liquid Headache Relief

has been promoted to the people of North Carolina for sale through Drug Stores only. Millions of bottles have been sold in the state without a complaint from a consumer. In the achievement of this splendid record we give a large measure of credit to the druggists of North Carolina for their splendid professional co-operation.

*"A Good Product
Consistently Advertised"*

CAPUDINE CHEMICAL COMPANY

Raleigh, North Carolina

To Our —
**GOOD FRIENDS
IN NORTH CAROLINA**

Your orders for
Labels, Drug Boxes and
Physician's Prescription Blanks
are greatly appreciated.

McCourt Label Cabinet Co.

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BRADFORD, PENNA.

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

For more effective control
of hyperacidity

Acichek
Valentine

dihydroxy aluminum aminoacetate,
N. N. R., sodium carboxymethyl-
cellulose and glycine.

- quick acting
- no secondary acid rise
- non-constipating

Supplied in bottles of 100 and
1000 tablets.

VALENTINE COMPANY, INC
RICHMOND · VIRGINIA

CREDIT

three children have permission to buy their necessities there. He pays monthly—and the drug store owner tells me that he has never had to send him a delinquent notice in all those sixteen years.

One day I asked this customer, "What caused you to start trading at this drug store, and why have you bought all your merchandise there for some sixteen years?" He replied, "Well, when I moved here sixteen years ago I was a stranger. I did not know anyone. The second week I was here I received a letter from this drug store. It said that a charge account had been opened in my name and that they welcomed me to this town and to their store. It was the first effort anyone had made to make a bid for my business. It made me feel mighty important—so, well you know the rest."

I then asked the drug store owner, "How did you know that he was a good credit customer—how did you know that he would pay you?" He replied, "Well, you see, I get a list of newcomers every week from the utility company, and when I secure their names I find out where they come from. I then ask my credit bureau to write to that town for a transfer of credit record. If their credit record has been good in the town from which they moved—I write them and open their account. You would be surprised how many permanent customers—and friends—I have made through this procedure."

Yes, the profit lies in the good paying customer—if we only know how to find them. The following suggestions on the location of good credit customers have been tried and tested. You may not wish to use all of them—but try the ones you think are best for you.

1. *Payroll Checks.* Names taken from payroll checks offer a splendid source for getting new credit customers. Enough information appears on the check to enable you to actually start the execution of the application blank. From this information you know where the customer works and when he is paid. You also have his signature, his address and you know how much he earns.

2. *Newcomers.* As new industries open, as employment opportunities increase with the increase in distribution, and when housing

conditions change, people will move about from city to city and state to state in an effort to improve or to maintain their standards of living. These newcomers offer a splendid opportunity for increasing credit sales volumes. Generally, lists may be secured from Chamber of Commerce or merchants bureaus. Letters or personal contacts with these newcomers will make a lasting impression of good will for your store.

3. *City Directories.* City directories or telephone books from towns within the trade territory will help in evaluating out-of-town prospects. Promotional letters should then be mailed to select groups in each town.

4. *Customer Recommendations.* If personal references are required on the application form, check the names against credit files in order to secure potential credit customers. Also, when customers come in to pay their accounts, they can be asked to recommend some friend whom they think would be a prospect. Most customers take pride in being asked for their opinion.

5. *Newlyweds.* Follow the society columns of your local papers to find the information needed about the engaged couple and their parents. Many things will be needed for the wedding and many more after the home is started. Letters of "best wishes" will create a kindly feeling toward your store. They are customers of tomorrow.

6. *Letters to Inactive Accounts.* Some stores have a systematic plan for following up inactive accounts. These stores have profited greatly by an aggressive follow-up plan. Not only will such a plan aid in reviving an account, but it also enables the store to check the quality of service it is rendering in cases where a customer has a grievance against the firm. Letters, telephone calls and personal calls have all been successfully employed in this endeavor.

7. *Club Rosters.* Members of civic organizations are generally considered among the higher typed individuals who are leaders in the community. This group of prospective credit customers should be contacted by letter and invited to apply for a charge account. Lists of names and addresses are usually available through the club secretary.

8. *Tax Lists.* Many stores have obtained good credit accounts by soliciting business

(Continued on Page 234)

CREDIT

from persons who render property for taxation within the county and trade territory. These individuals are excellent prospects for charge accounts involving many types of permanent installations and items for improvements to their property.

9. *Teachers' Rosters.* Each year nearly every school and college publishes a roster of its teaching personnel. To this group of prospective credit customers, letters should be written inviting them to the store and welcoming them to the credit department.

You Can Prove It

If you want to make a "trial run" to see if credit sales promotion is profitable, you can do just that. It will be an interesting experiment. Here is the suggested procedure:

Use any of the nine methods of locating credit customer prospects. Pick *ten* people who do not trade at your store, or who do not trade at your store but for cash purchases only. Secure a credit report from your local bureau on each of the ten. If all are good credit risks, write them a letter

and tell them that a charge account has been opened in their name—welcome them to your store and express your appreciation for their business. Now, it is not likely that all ten will become charge customers of yours. Some will prefer to pay cash, others may not wish to stop trading where they do in order to trade with you. But keep an accurate check on those who do accept and watch their purchases. Watch their accounts for six months and at the end of this period add up their combined total purchases. The figure you get may be, shall we say, \$600, \$900, or even over \$1,000. Now estimate your profit. Let us say that your gross on \$1,000 was \$400 and your net profit was \$100. This \$100 net profit is what your efforts were worth to you in getting just ten new credit customers. If it works in the case of ten customers—why won't it also work in the case of one hundred?

Next Month: Find out how the Emergency Charge Slip can save you money.

Resolutions

Mail resolutions to W. L. West, Tartan West, Roseboro, N. C. or hand copy of resolution to Mr. West at Convention on or before Monday, May 25.

ASK FOR*Lance*

Peanut Butter
SANDWICHES

Pharmacy Plate Now Available

In commemoration of the establishment of the N. C. Institute of Pharmacy, the Woman's Auxiliary of the NCPA arranged for a handsome plate showing the building on the face and a historical sketch on the reverse side.

The plates are useful as display pieces in the home or in the pharmacy. In particular they go well with pharmacy displays of a professional nature.

For the past year the Auxiliary has made the plates available to prospective purchasers through local organizations. Now that suitable shipping cartons have been obtained, the plates are available throughout the State, \$2.50 postpaid.

If you would like one of these plates, complete and return the order blank below, or if you prefer, just jot down "plate" on your check. Profits from the sale of plates go to the Institute for needed equipment.



Mrs. Grover Creech, President of the Pharmacy Students' Wives Association of Chapel Hill, is shown reading the Historical Inscription on one of the Institute of Pharmacy plates.

C. PHARMACEUTICAL ASSOCIATION

Room 151

CHAPEL HILL, NORTH CAROLINA

Check enclosed for \$2.50. Mail plate to

(Name)

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**Better—
for druggists only.
No one else can have it.**



There is a reason why we now insure most of the worthwhile Drug Stores of the Country.

Consult our Agent
F. O. Bowman,
North Carolina State Agent
P. O. Box 688
Chapel Hill, North Carolina

Ralph M. Crosson,
South Carolina State Agent
1812 Marion Street
Columbia 3, South Carolina



"IT'S FAMOUS

because

IT'S GOOD"

FOR SALE

Drug store well established in suburb of Western North Carolina city. Now doing \$50,000 yearly volume with healthy stock turnover on clean inventory, practically new soda fountain and steady prescription volume. Owner wishes to retire. Will consider part payment and terms. Additional details on request. SA429.

FOR SALE

Refrigerated Whitman Candy Case. To move quickly, will sell at bargain price. Call James R. Casteel, Durham Drug Co. Durham. Tel. 4945.

Officers to Be Installed Tuesday Afternoon, May 26

President: W. A. Ward, Swannano
First vice-president: W. Latham West
Roseboro; Second vice-president: W. J. Gurley, Windsor. Third vice-president: Jesse W. Tyson, Greensboro.

Member of the executive committee for 3 years: B. R. Ward, Goldsboro. Member of the Board of Pharmacy for 5 years: Roger A. McDuffie, Greensboro.

Nutrition for Athletes

Should a baseball player eat or drink anything between the innings? Or a football player between the halves? A recent issue of the *Journal of the American Medical Association* provides answers to such questions.

"Nutrition for Athletes" is the subject of a report prepared for the A.M.A.'s Council on Foods and Nutrition "by combining theoretical and empirical points of view of the professor of nutrition, the coach, and the athlete."

As for intra-game indulgence, the report advises: "Sucking a cool orange at half time quenches the thirst, tastes good to most persons, and supplies some glucose for energy even though the body has ample reserve of energy to draw upon. Most important, it makes the contestant happy and helps to relax."

Members of Lizzie Hancock Chapter Visit Institute

Members of the Lizzie Hancock Chapter of the Woman's Auxiliary of the NCPA visited Chapel Hill on April 29 for a luncheon meeting in the Institute of Pharmacy, following which the group toured the new University Memorial Hospital.

Plans for the organization's trip to Chapel Hill were worked out by Mrs. D. D. Hocutt of Henderson, president of the Lizzie Hancock Chapter.

Mrs. M. L. Jacobs responded to Mrs. Hocutt's address of welcome. A report of the year's activities of the Chapter was read by Mrs. Hocutt, followed by committee reports and a tribute to Mrs. J. B. Mayes, Jr., of Oxford, who passed away recently.

A rhyme, "Why I Married a Druggist," was read by Mrs. I. W. Rose.

The meeting closed with short talks by Mrs. James M. Darlington, president of the State Auxiliary, and NCPA Secretary W. J. Smith. The tour through the Hospital was conducted by Mrs. M. L. Jacobs, Director of Volunteer Work of the Hospital.

Attending the meeting from Henderson were: Mesdames M. C. Miles, C. H. Hunt, C. B. White, W. W. Parker, Sr., W. W. Parker, Jr., J. J. White, D. L. McCallum and D. D. Hocutt.

From Oxford: Mesdames L. R. Creech, Charlie Jones, Jr., Marshall Cannady, P. M. Ezzell, W. T. Dement, C. P. Robinson, A. H. A. Williams and R. L. Hamilton.

From Littleton: Mrs. W. B. Browning and Mrs. G. A. Threewitts.

Hostesses for the occasion were Mrs. J. M. Darlington of Winston-Salem and Mesdames M. L. Jacobs, I. W. Rose, Fred Teare and W. J. Smith of Chapel Hill.



Members of Lizzie Hancock Chapter on steps of Institute. Mrs. Hocutt, president, is second from right, front row.

An Open Letter to the Pharmacists of North Carolina

By WILLIAM G. FORREST, Phar.

1408 N. Independent Street, Kinston, N. C.

Since becoming a licensed Pharmacist, I have had the pleasure of working in several sections of the state: Marion, Goldsboro, Kinston, and Chapel Hill. During the time that I have been working, I have observed many things that are very definitely a detriment to the Profession of Pharmacy.

One of these is when one of the inspectors from the Board of Pharmacy shows up in our town, instead of cooperating to help correct violations of the present Pharmacy Laws, the word is passed along and in case the Registered Pharmacist is not in the drug store, he is immediately located and is present when the inspector arrives. Also other infractions of the law are covered up.

Another thing that has proved very distasteful is the partiality which the Board of Pharmacy has shown to some drug store owners while following the law precisely for others. This has caused quite a bit of re-

sentment and hard feelings between those benefited and those that have been continually hounded.

Another observation that has been very unpleasant is the fact that men who have never gone to Pharmacy School are filling prescriptions every day. Sometimes in the presence of a Registered Pharmacist and sometimes alone. It seems that these men have assumed the title of "Unregistered Pharmacists" and at the time of this writing they have a bill in committee in the House of Representatives, that would entitle them to a "limited service license" to practice Pharmacy. In other words, it would permit them to fill prescriptions regardless of whether a Registered Pharmacist is present or not. I sincerely hope that this bill will be killed in committee.

I have asked several persons where the term "Unregistered Pharmacist" was derived, and if there is any such official title. So far I have not found anyone who can

BONUS DEALS

Effective Until Further Notice

TINA-CIDE

35c Size—(List \$2.40)

1 Dozen—1/12 dozen BONUS from Wholesaler

3 Dozen—1/4 dozen BONUS from Wholesaler

* Plus—1/4 dozen BONUS, Direct

* Direct Bonus sent upon receipt of wholesale invoice

COMBINATION PACKAGE

EDWARDS FOOT POWDER & TINA-CIDE

1 Dozen—
1/6 dozen
BONUS from
Wholesaler



69c Size—
(List \$4.80)

prove that there is such an official title. Therefore, it seems that a person in a drug store selling drug items is either a Registered Pharmacist or "drug clerk."

It has also been my observation, that the Registered Pharmacists are more conscientious about the health and welfare of the people of the state than those "drug clerks" posing as Registered Pharmacists.

I feel that the major reason for this is; that a person interested enough in the health of the people of this state and the Profession of Pharmacy, to attend Pharmacy School four years, work under a Registered Pharmacist for one year, and then pass the State Board of Pharmacy exam, has proved to the public and the Profession that he is interested enough in the health of his fellow man, that he is the only person qualified to fill prescriptions, and not the "drug clerk."

These are only a few of the things that we can observe going on in the drug store in almost any town in the state. However, we feel that they are the most important, and are the ones that need the most immediate attention of the Registered Pharmacist.

We can only achieve correction of these faults in our Profession by cooperation among ourselves, introducing proper laws, and supporting them wholeheartedly to see that they are passed, and make sure that they are enforced fairly, but sternly and impartially to all concerned.

I would like to offer some suggestions for thought before our convention meets at Pinebluff this summer. First, let us write proper laws to permit only the Registered Pharmacists to fill prescriptions, except for those pharmacy students and graduates who would be permitted to work under the Registered Pharmacist to obtain the required practical experience. If the Registered Pharmacist has to leave the store, let's have a sign which he should have to display in plain view of the public telling whether or not he is on duty and allow only the Registered Pharmacist or future Pharmacist, in the presence of a Registered Pharmacist, to fill the prescriptions. This will automatically

eliminate the so called "Unregistered Pharmacist."

Possibly the Board of Pharmacy and the inspectors we now have are doing all they can to enforce the present Pharmacy Laws, but are unable to do so correctly due to a shortage of inspectors and finances.

If a shortage of finances is the reason the present laws aren't enforced properly and fairly; let's increase our annual fees to correct this fault. If, on the other hand, the reason for improper enforcement is due to our administrative personnel we had better obtain personnel that will enforce the laws fairly and sternly.

If we fail to do this; in the very near future we Pharmacists might lose our privilege of having our own Profession inspected and licensed by members of our own Profession.

Last but not least let's all cooperate for once and correct these faults which we all know exists in our Profession. Let's talk it over with our neighbor Pharmacist, and all of us who can possibly do so attend the North Carolina Pharmaceutical Association convention this year and make it the most successful, constructive, and cooperative convention yet.

For those Pharmacists proud of the Profession and for what it stands, who are interested in constructive correction of our faults, I would be glad to hear from you and present your opinions to the Pharmacists at the convention this year.

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location
and competent shop technicians
eliminate useless waiting and de-
crease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.

Hedgepeth Pharmacy Enlarged

The Hedgepeth Pharmacy, Lumberton, has enlarged their store by taking in the building next door to their present building. Two large archways have been cut joining the buildings, making one large store. Mr. Jackson has moved his soda fountain into the new addition and has installed a new 20 foot back bar, tobacco section and new upholstered booths and counter stools. The new equipment was furnished by the Berryhill Fountain Sales Company, of Charlotte, N. C.

Births

Janet Eugenia Ward, daughter of Pharmacist and Mrs. Wilbur S. Ward of Statesville, born March 18.

Beverly Fay Rachide, daughter of Pharmacist and Mrs. Albert P. Rachide of Jacksonville, born April 1.

Jo Ann, daughter of Mr. and Mrs. Joe R. Seymour of Burlington. Mrs. Seymour is the former Suzanne Millaway.

Hal Burgess, Jr., son of Dr. and Mrs. Hal Burgess Hawkins of Cleveland, Ohio, born April 10. Grandfather Hawkins operates a pharmacy in Statesville.

Deaths

Wallace Durham Patterson, age 70, died in Chapel Hill on April 15 after an illness of several months.

For many years Mr. Patterson operated the Patterson Drug Store of Chapel Hill. After disposing of this business, he worked in various locations, being associated with the Smith Drug Store of Elizabethtown at the time of his death.

New Lilly Film Available

In These Hands—a twenty-five minute, sound, color film about present-day drug manufacturing—is available for group showings.

The 16mm movie, which was photographed in the Indianapolis laboratories of Eli Lilly and Company, won runner-up honors over the one hundred films in its category at the Cleveland Film Festival of 1952.

After outlining the progress of a new drug through research, development, and clinical trial, the film depicts modern pharmaceutical, biological, and antibiotic production techniques.

A copy of the film is available in each of the thirty-eight Lilly district offices and may be reserved by contacting the office of any Lilly sales representative.

Chloromycetin Ends Drainage or Causes Marked Improvement in Most Cases of Ear Infections

Chloromycetin used locally in infected ears stopped drainage or caused marked improvement in 95 percent of their cases, two North Carolina physicians found.

Dr. John R. Ausband and Dr. James Harrill, both of Wake Forest College, Winston-Salem, N. C., reported (North Carolina M. J. 13:568, 1952) that of 54 courses Chloromycetin therapy, 42 resulted in dry ears and nine in marked improvement.

The dosage was five drops of Chloromycetin solution in the affected ear four times daily. The solution was prepared by adding the contents of a 2 cc. ampoule containing 0.5 gm. of Chloromycetin in a highly hygroscopic liquid base (acetyl dimethylamine) to 28 cc. of 70 percent alcohol. Thus, the individual dose was 5.5 mg. of the drug, physicians said.

The 54 courses of Chloromycetin therapy were carried out on 49 patients, and duration of therapy varied from four days to six months, with 33 patients requiring treatment of 30 days or less.

Drs. Ausband and Harrill noted these results:

Eleven cases of otitis externa (six acute, five chronic) were treated, and all ears became dry.

There were 23 cases of chronic otitis media, 20 with central perforation, and three with marginal perforation. Nineteen of the ears with central perforations became dry; one showed marked improvement; and with marginal perforation became dry.

Fifteen patients with radical mastoidectomy cavities were treated. Nine of the cavities became dry, while six showed marked improvement. Four patients had drainage ears following fenestration. Two of the ears were cured, while the other two showed improvement.

Completes 36th Year

That big red rose J. Floyd Goodrich wore on April 30th signified completion of 36 years of employment with the B. C. Remedy company, Durham.

When Floyd first went with BC, the product was on a hand-produced basis, which took care of the demand then confined to North Carolina. Now the product is turned out by machines on a mass basis for consumers from California to Maine.

Floyd was BC's first salesman; its first advertising agent. Now he is salesmanager supervising the activities of a large force of men scattered all over this country.

If Floyd put all the powder charts end to end that have passed through the BC plant during his 36 years of association with the firm, he could have a sample ready and waiting for the first moon visitors, who likely will be in the market for a quick headache reliever.

Back in the silent screen days, Floyd started out as a motion picture operator. With the departure of Fatty Arbuckle and the Keystone Cops, he figured other fields offered more opportunity, hence a shift to the pharmaceutical field, where "G" has often to be synonymous with "B" and "C."

Class Views RX Film

Pharmacy students enrolled in Instructor C. Hammerness's class in "Drug Store Management" viewed the film, "Rx for Better Business," produced by Armstrong Cork Company, on May 1st.

Armstrong's local representative, J. A. Smith of Goldsboro, supervised the screening in the auditorium of the Institute of Pharmacy, Chapel Hill.

Two features of the film were outstanding: the presentation of Armstrong's new drug-resistant liner for Rx packages and the non-breakable dropper.

Local drug clubs may obtain the film through Armstrong's state representatives.

For sixty-eight years

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SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

DOINGS OF THE AUXILIARIES

Charlotte Auxiliary

MRS. FLOYD JOHNSON, *Reporter*

There were thirty-seven guests and members present for the April luncheon meeting of the Charlotte Womens Druggist Auxiliary held April 14th at the Y.W.C.A. The tables were lovely with mixed spring flowers. Mrs. Robert White, President, presided and Mrs. Lester Smith gave the devotional.

After luncheon the following guests were welcomed: Mrs. O. V. Brewster with Mrs. E. H. Hemmle; Mrs. G. M. Causley with Mrs. Ed Jackson; and Mrs. Verner Stanley with Mrs. M. W. Stone. Door prizes were won by Mrs. George Hughes, Mrs. E. H. Hemmle and Mrs. Clyde Lisk.

Our guest speaker was Mrs. James L. Winningham who is instructor of political science at Charlotte College. Mrs. Winningham spoke of women's responsibilities and obligations toward the government and political scene and urged more representation and participation. She said that voting percentages reveal women are not using their right to vote as they should and said that interest should be displayed not only at elections but in between campaigns.

Mrs. Phillip Van Every, wife of the candidate for Mayor of Charlotte, made a short talk in behalf of her husband's candidacy. Mr. Van Every is President of Lance Packing Company.

Mrs. George Hughes spoke in behalf of the membership drive of the Y.W.C.A. pointing out the facilities open to members of the organization.

Reports were heard from the Secretary, Mrs. P. W. Kendall, Treasurer, Mrs. Victor Riggsbee, and Hospitality Chairman, Mrs. T. E. Whitehead.

Mrs. White reported on the trip to Chapel Hill made by Mrs. P. W. Kendall, Mrs. White, Mrs. H. L. Bizzell, Mrs. L. E. Barnhardt, Mrs. W. R. Dixon, Mrs. Clyde Lisk, Mrs. George Hughes, and Mrs. Johnny Ben-nick. A special vote of thanks was given to Mr. and Mrs. W. J. Smith of the Carolina Drug Journal for their wonderful hospitality and to Dean and Mrs. Brecht for the courte-

sies shown the visitors. Everyone had a wonderful time.

A bingo party and family picnic was accounted for Friday afternoon and evening April 25, at the Drug Travelers Club on the Catawba River. Everyone was urged to come and bring their family and friends for a really wonderful outing. There will be swimming, dancing, and games for the younger members of the family so everyone will participate.

We were all reminded of the dates in May for the Convention at Pinehurst. There was quite a lot of interest shown and we feel we will have a good representation from our Auxiliary this year.

The following new officers were elected for the coming year: President, Mrs. I. Clyde Lisk, Jr.; Vice-President, Mrs. P. W. Kendall; Recording Secretary, Mrs. Floyd Johnson; Treasurer, Mrs. Victor Riggsbee and Corresponding Secretary, Mrs. Ben Havfield.

News Items

Mr. Gilbert Colina, Pharmacist at Mercy Hospital, has recently become a member of the American College of Apothecaries becoming the first in North Carolina to have this honor. There are only four in the country. Mr. Colina is also President of the North Carolina Hospital Pharmacist. Mr. Colina is a member of the Druggist Auxiliary.

Mr. and Mrs. T. E. Whitehead are the proud new grandparents of little George Raymond Morgan, Jr. born March 29th. Mr. and Mrs. George R. Morgan. Mr. Morgan is the former Miss Peggy Whitehead.

Raleigh Auxiliary

MRS. H. G. PRICE, *Reporter*

The Raleigh Woman's Drug Club was entertained March 19 at a luncheon at the Institute of Pharmacy, Chapel Hill. Those for the occasion were Mrs. J. M. Darlington of Winston-Salem, Mr. and Mrs. W. Smith and Mrs. Daniel Young of Chapel Hill.

Following the luncheon, Mrs. Moff

Moore, president of the Club, conducted a brief business session. Reports were given from all standing committees.

Mrs. Darlington, President of the Woman's Auxiliary of the NCPA, and Mr. Smith, NCPA Secretary, gave short talks.

A door prize was awarded to Mrs. J. C. Warren.

After the meeting, Mrs. M. L. Jacobs and Mrs. Benny Walser conducted the group through the N. C. Memorial Hospital.

Wilmington Auxiliary

Reported by MRS. W. R. ADAMS

The Woman's Auxiliary of the Wilmington Drug Club met April 8 at St. John's Tavern in Wilmington.

Mrs. Harold Fountain expressed appreciation for the articles donated to supplement the Salvation Army layette and thanked the members who helped with the handiercraft class.

A nominating committee was appointed consisting of Mrs. J. H. Clendenin, chairman; Mrs. W. T. Glass, Jr., and Mrs. T. E. Verby.

Hostesses for the next meeting will be Mrs. J. M. Hall, Jr., and Mrs. Henry Green.

Alamance Auxiliary

Members of the Alamance Auxiliary from Burlington, Gibsonville and Mebane visited at University Memorial Hospital in Chapel Hill on April 7.

Following a tour of the Hospital, the group held a business session in the Institute of Pharmacy, and were guests of the Pharmaceutical Association at a tea served in the B. Frank Page Room.

A number of pharmacists accompanied their wives to Chapel Hill and were impressed with the extensive facilities available at the Hospital.

Before departing, members of the Auxiliary contributed \$10 for the purchase of serving trays to be used in the Institute of Pharmacy.



"Borden's large variety of flavors and special items sells itself."



HOWELL HALL HAPPENINGS

It is a paradoxical situation because it is possible to accept only one out of every three students who apply for admission to the School of Pharmacy, but it is still one of the best favors that a pharmacist can do—to encourage good prospective students for the study of pharmacy. This is true because better pharmacists will be educated as better students are accepted in the School. One of the best methods for this help consists of talks by pharmacists in their local high schools on "Pharmacy as a Career." In the past month a sample speech and other printed materials for this purpose have been sent to Mr. Wm. R. McDonald, Jr., Hickory; Mr. L. M. McCombs, Creedmoor; and Miss Allene Warren, Dunn.

The current exhibit in the Andrews Display Case consists of selected items from the mortar and pestle collection of James S. White, '21, Carolina Drug Company, Mebane. The display includes items more than 600 years old and from the four corners of the earth as well as early American mortars and pestles. (Mrs. White gave assurance that she was responsible for some of the items.)

Eighty-one students and wives of the third- and fourth-year classes took the annual industrial trip on April 11 through 17. The chaperones were Mr. and Mrs. F. C. Hammerness. Efficient and economic travel arrangements were made by Mr. S. E. Fort of the Norfolk and Western Railways, and Mr. W. M. Merritt traveled with the group. Mr. Dave McGowan, local representative, Chapel Hill, accompanied the group through the plants of Eli Lilly and Company in Indianapolis, and Mr. Richard E. Vaden, district sales manager, Charlotte, met the group in Chicago for the visit at Abbott Laboratories in North Chicago. Enthusiastic reports have been received concerning every feature of the trip including valuable education on the large-scale manufacturing of pharmaceutical products, hours and hours of walking, and perfect hospitality by the companies.

Special assignments kept those students busy who could not make the industrial trip. Fourth-year students searched old files of newspapers and the *Druggists' Circular* for

information on North Carolina pharmacy from 1860 to 1890. Dean E. A. Brecht lectured in the Materia Medica class on radioactive isotopes and their applications in pharmacy.

Many afternoon interviews have been arranged for prospective employers to meet groups of graduating students through the Dean's office.

Dr. Donalee L. Tabern, Head of the Department of Radioactive Pharmaceuticals at Abbott Laboratories, addressed a large group of pharmacy students, pharmacists and physicians on the "Applications of Radioactive Tracer Techniques" on April 2 under sponsorship by the Rho Chi honorary society. The speaker was accompanied by Mr. Herbert Temple, hospital representative in North Carolina for Abbott Laboratories.

On April 7 the Pharmacy Senate gave the student program for the April meeting of the Student Branches. The program consisted of a re-enactment of the "Public Hearing on House Bill 419."

John Dee Wood, Wilmington, was tapped into Rho Chi at the above meeting.

Mrs. Henry T. Clark, Jr., nee Blanch Burrus, '41, entertained the women and wives of the pharmacy faculty and staff at a luncheon on April 10.

Dr. and Mrs. W. H. Hartung gave a hamburger picnic for the faculty and graduate students on April 11. Dr. Hartung was pleased with the efficient operation of the outdoor grill he had constructed.

The special 24-page supplement of the *Raleigh News and Observer* for Sunday, April 19, includes histories of the school and North Carolina Pharmaceutical Research Foundation in observance of the dedication of the new units in the Division of Health Affairs of the University of North Carolina.

A pleasant and constructive day at the School of Pharmacy was spent April 19 by the Visitation Committee of the N.C.P. The members were T. R. Robinson, chairman, Goldsboro; E. L. Bradshaw, Kinston; F. Campbell, Hamlet; Sam Jenkins, Walburg; and George W. McLean, Clinton. Highlights of the day included the traditional visit with the graduating students at

inspections of their personal biographical folders in the library. They agreed that all pharmacists should send news clippings to Miss Noble in maintaining this extensive collection of personal data.

On April 22-24, Dr. H. O. Thompson and the students in his graduate class on general solutions visited the laboratories of the E. Massengill Company at Bristol, Tennessee. The invitation for the visit was extended by Mr. David Massengill, '47.

Dean and Mrs. E. A. Brecht spent April 9 to May 1 in Washington, D. C. for the annual meeting of the Committee on National Formulary. Publication schedules were discussed for N.F.X.

W. Stephen Perrow, fourth-year student, chairman of the all-university Senior Social Committee this Spring.

Miss Grey Bullock, third-year student from Fayetteville, has been elected president of Alderman Dormitory.

The engagement has been announced of Miss Barbara Dillard, fourth-year student from Willard, and Mr. Robert Meschke, Sharp & Dohme Research Fellow from Noron, Conn.

Miss Grey Bullock was the official delegate from the North Carolina chapter at the national meeting of Kappa Epsilon held at Austin, Texas. It was Miss Bullock's first trip by airplane.

Three graduating students were tapped for the Order of the Old Well: Miss Martha Smith, Warsaw; Miss Patsy R. Upchurch, Morrisville; Mr. Charles D. Blanton, Kings Mountain; Mr. Tommie Burgiss, Harta; Mr. Rowe B. Campbell, Taylorsville; and Mr. Edward M. Smith, Matthews. Professor Doris B. Hawkins, Ph.D. '51, passed the Arizona Board Examination in February.

The following birth announcements have been received:

Julia Eugenia, March 18, Mr. and Mrs. Albur S. Ward, Statesville.

Beverly Fay, April 1, Mr. and Mrs. Albert Rachide, Jacksonville, N. C.

Hal Burgess, Jr., April 10, Dr. and Mrs. H. Burgess Hawkins, at Cleveland, Ohio. After May 3rd the new address will be Charlotte Memorial Hospital.

Samuel H. Price, Jr., '52, recently of God's Parkview Pharmacy in Kinston was

inducted into the U. S. Army on April 20.

The month of May will be a busy one according to the following calendar:

May 12—Pharmacy Awards Night.

May 13—Senior Day.

May 15 and 16—Pharmacy Week End.

May 19—Justice Drug Company Banquet.

May 24-26—N.C.P.A. Convention at Pinehurst.

Phi Delta Chi

Reported by HARRY PATTON

Phi Delta Chi has 30 active members, 3 inactive, and 5 pledges. On Monday night, April 6, the following men were initiated: Robert Seabock, Durham; W. R. McDonald III, Hickory; Lawrence Windley, Aurora; Jack Silvers, Chapel Hill; Wiltshire Griffith, Hendersonville; and Arthur Schlagel, Chapel Hill. Recent pledges are: Nathan Barnes, Statesville and Jack Rogers, Wilmington.

Plans for *Pharmacy Week End*, May 15 and 16 are being made. Friday afternoon, May 15, there will be a picnic at Hogan's Lake. Following the picnic there will be an open house at the Phi Delta Chi House.

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Wholesale Druggists
Importers & Jobbers
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We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

Sees Theft

Three cartons of merchandise valued at \$32 were stolen from in front of Ingram's Pharmacy, High Point, during the early morning hours of March 20th. A newsboy witnessed the theft and supplied descriptions of a man and a woman involved in the robbery.

Institutes Suit

Mrs. Ellen Barbee of Durham has filed suit for \$27,000 against the Walgreen Drug Store of Durham and its manager alleging they falsely accused her of stealing from the firm.

Bribery Attempt

Two employees of a circus were arrested in Tarboro after attempting to pull a film-flam trick on Jack Mobley of the Tarboro Drug Company.

Narcotics Stolen

A small quantity of narcotic drugs was stolen from the Sykes Drug Company of Greensboro on March 23. R. J. Sykes, the owner, said the thieves entered the store by prizing the front door open.

Attends Washington Meet

Kelley E. Bennett, pharmacist-mayor of Bryson City, recently appeared before the Agricultural Committee of the House of Representatives in Washington in his capacity as chairman of the Parks, Parkway and Forests Development Committee.

Safe Cracked

A 700-pound safe in the Cornwell Drug Company of Shelby was recently forced with the unknown wreckers making off with several hundred dollars in cash. Entry into the store was by way of the door from which a panel of glass was neatly removed. The narcotics were taken.

★ ***For Better Service*** ★

Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.

Honor List Announced by Dean Brecht

Dean E. A. Brecht of the School of Pharmacy, University of North Carolina has announced the names of pharmacy students making the dean's list (average of 90 or better) and Honor Roll (average of 92.5 or better) for the Winter Quarter.

Forty-five of the students, representing 22.5 per cent of the student body, received recognition for the high quality of their scholastic work.

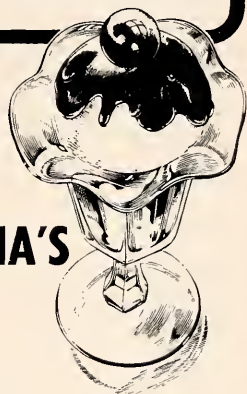
Mrs. Don Rea Kepley, of Denton, Mr. Robert G. Wilson of Leaksville and Mr. Robert P. Wolfe of Monroe tied for top honors earning all straight A's.

The honor roll included Herman S. Barrey, Mount Olive; Charles D. Blanton, Kings Mountain; Thomas R. Burgiss, Sparta; Rowe B. Campbell, Taylorsville; Junious F. Ferguson, Durham; Jerry T. Paylord, Winterville; Barbara N. Gilliam, Sanford; Elbert N. Herring, Clinton; Jonathan A. Hill, Troutman; Zeb Thomas Ceever, Lincolnton; Don Rea Kepley, Denton; William L. Lloyd, Buie's Creek; James L. Patton, Canton; W. Stephen Perrow, Bedford, Va.; Wm. Paul Powell, Horse Shoe; Roy C. Shepherd, Lexington; William L. Shouse, Rural Hall; Edward M. Smith, Matthews; Edith W. Trosper, Greensboro; Matsy R. Upchurch, Morrisville; William P. Wells, Burgaw; Kenneth L. Wiggins, Goldsboro; Robert G. Wilson, Leaksville; Robert P. Wolfe, Monroe; and John Dee Wood, Wilmington.

The Dean's List also included Carl T. Auguess, Newton; Joseph F. Bland, Thomasville; Barbara L. Dillard, Willard; Clyde N. Duvall, Murphy; Clarence G. Asher, Clinton; Christopher B. Hargett, Greenville; Milton L. Higdon, Franklin; Rebecca J. Hill, Wadesboro; Douglas W. Mae, Marion; Melvin C. Kendrick, Spray; Elton G. King, Fayetteville; James F. Powder, Albemarle; Wm. R. McDonald, Ekory; James T. Moore, Wilmington; Stephen B. Morris, Four Oaks; Billy R. Murray, Virgilina, Va.; Jacqueline O'Neal, Luisburg; Wm. L. Scarboro, Knightdale; Willis B. Shaw, Roanoke Rapids; and Joseph Stone, Dobson.

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Graduation Time is Gift Time!



There'll be lots of presents bought between now and the middle of June—the kind of presents now waiting your selection at the Dogwood Room—



*Wholesale Drugs
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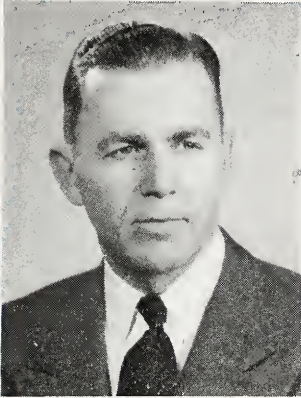
traveling clocks — luggage — sporting equipment — cigarette lighters—whatever your customers need to say “congratulations” at graduation time. These gift sales will show on your books—if you order from Bodeker now.

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Bodeker would like to take this opportunity to wish success to the 1953 graduating class of the School of Pharmacy.

A MESSAGE FROM OUR PRESIDENT:



H. C. STARLING

Greetings . . .

to the
North Carolina Pharmaceutical Association
and
Congratulations on Seventy-Three Years of Service
to the
Profession of Pharmacy

★ ★ ★

We extend best wishes for a
most successful meeting
in Pinehurst

May 24-26

We cordially invite you to visit with us at

KING'S HEADQUARTERS

while you are at the convention.

We shall look forward to seeing all our friends!

W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

S.S.O.
BALCONY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



E. W. Woolard of Henderson (left) accepts \$1,500 pair of chinchilla (top convention prize) from Bill Anderson of Anderson's Chinchilla Exchange Store of High Point. Tommie Culbreth (center) drew the prize-winning ticket. Picture by Galeski Photo, Richmond.

IN THIS ISSUE

- Convention Highlights
- From Shrapnel to Sundaes
- How to Handle Emergency Charges

June, 1953

XXIV Number 6

For Allergies That Are "Epidermis-Deep"

To achieve quick relief from allergic dermatitis, physicians frequently prescribe a combination of a local anesthetic and an antihistaminic. Lotion or Cream 'Histadyl' and 'Surfacaine,' applied to the affected parts three or four times a day, usually affords prompt and lasting comfort. Be ready for the seasonal demand. Order adequate stocks today!

Eli Lilly and Company
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The lotion for a weeping dermatitis

caused by poison ivy, eczema, insect bites, or heat rash . . . when, in addition to antihistaminic and anesthetic action, the drying effect of zinc oxide and calamine is desired.



The cream for a dry dermatitis

resulting from contact with drugs, chemicals, paints, plastics, or clothing and from insect bites or severe sunburn. A fragrant, pleasant-to-use vanishing cream.

Histadyl and Surfacaine

(THENYLPYRAMINE, LILLY)

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until frost...

more comfort for more
hay fever patients

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Throughout the summer and until the first frosts you will be filling many prescriptions for BENADRYL, to relieve patients of the symptoms of hay fever and other allergies. For BENADRYL will mean prompt and prolonged relief for patients suffering from allergic discomforts. The many useful forms of BENADRYL your physicians specify have proved almost uniformly effective in disorders responding to antihistaminic therapy.

Established and maintained by outstanding clinical performance, BENADRYL products keep moving from your shelves—to give more comfort to more allergic patients.

Benadryl Hydrochloride Kapseals®: Each Kapsel contains 50 mg. Benadryl hydrochloride (diphenhydramine hydrochloride, Parke-Davis). Supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Capsules: Each capsule contains 25 mg. Benadryl hydrochloride. Supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Elixir: Each teaspoonful (4 cc.) contains 10 mg. Benadryl hydrochloride. Supplied in 16-ounce and 1-gallon bottles.

Benadryl Hydrochloride Steri-Vials®: Sterile solution for parenteral use containing 10 mg. Benadryl hydrochloride in each cc. of solution. Supplied in 10-cc. Steri-Vials.

Benadryl Hydrochloride Emplets®: Each Emplet contains 50 mg. Benadryl hydrochloride. Supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Cream: Contains 2% Benadryl hydrochloride in a water-miscible base. Supplied in 1-ounce and 2-ounce collapsible tubes.

Kapseals Benadryl Hydrochloride with Ephedrine Sulfate: Each Kapsel contains 50 mg. Benadryl hydrochloride and 10 mg. ephedrine sulfate. Supplied in bottles of 100 and 1000.

Benadryl with Hyoscine Tablets: Each tablet contains 25 mg. Benadryl hydrochloride and 0.325 mg. hyoscine hydrobromide. For prevention and treatment of motion sickness. Supplied in bottles of 100 tablets.



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You can buy a new Torsion Rx-1 and SAVE MONEY. We offer a liberal allowance for your present balance. Our Salesman has all the facts. Call him today.



1. **54% Less Glass**—There's less worry about breakage.
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4. **Single Pointer** for easier reading.
5. **Stainless Steel Pans** are larger.
6. **Corrosion-Resistant Materials** are used throughout.
7. **Double-Walled Metal Case** for strength and double protection against dust seepage.

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The Carolina Journal of Pharmacy

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NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
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W. J. SMITH, MANAGING EDITOR

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JUNE, 1953

No. 6

Pharmaceutical Education

"It is the continuing obligation of pharmaceutical education to ensure that those who became pharmacists acquire the education which will enable them to begin the practice of pharmacy, have the desire and ability to keep abreast of the growing edge of knowledge in the health sciences, make contributions to their profession which they gladly share with others, and willingly accept responsibility of community leadership and discharge it with wisdom."

This quotation is from *The Pharmaceutical Curriculum*, an extensive report published by the American Council on Education, Washington, D. C. The report was prepared by Dr. Lloyd E. Blauch, Chief for Education in the Health Professions, United States Office of Education, and Dr. George L. Webster, Professor of Chemistry, University of Illinois College of Pharmacy, in collaboration with 28 members of consultative committees. It traces some of the recent history of pharmaceutical education, surveys its present status, and discusses proposals for future development. It suggests the broad-gauged preparation that is required of pharmacists in order that they may adequately serve their communities, their profession, and the medical and other health professions.

The report points out that the colleges of pharmacy now constitute the only gateway to the profession they serve. These institutions therefore have a serious public responsibility, for by admitting, screening, and graduating students the colleges of pharmacy, to a very large extent, make the decisions as to how many pharmacists the

country will have, what kind of persons will constitute the future members of the profession, and what will be their intellectual, civic, and professional accomplishments. The colleges of pharmacy should be looked upon, therefore, as the principal safeguards for the protection of the public against incompetent and unscrupulous practitioners. These considerations suggest the significance of pharmaceutical education and the importance of improving it and keeping it up to date.

Pharmaceutical education is based upon an extensive foundation of physical and biological science. It requires the mastery of certain techniques of operation, particularly in the filling of physicians' prescriptions. Knowledge of the specialized type of merchandising found in the drug store must also be incorporated in pharmaceutical education. Certain subjects are included to provide for the pharmacist the necessary professional orientation and indoctrination. The education of the pharmacist should be broad enough to provide him with the necessary mental backgrounds and resources to enable him to discharge his civic responsibilities as a leading citizen and to help him live a satisfying life.

To those who advocate a lessening in our present educational standards, we admonish to thoughtfully consider the significance of this report. Entering a profession by way of the back door is no way to meet public responsibility, and certainly no way to enhance the service and prestige of those practitioners who may well be practicing in the year 2000.

"One of the Best," Say Convention Delegates

W. A. Ward Installed as NCPA Head

The 73rd NCPA Convention just concluded at Pinchurst was generally acknowledged to be one of the most constructive annual meetings of the organization to be held in years. All three organizations involved in the get-together—the NCPA, TMA and Woman's Auxiliary—had the best registration of the past three years.

A varied business and entertainment program kept the delegates busy during the 3-day convention period. An exceptionally good thought-provoking talk by Dr. Carl Hermann Voss on Sunday night set the tone of the meeting. On the two following days addresses by some of this country's best informed leaders brought above-average attendance to the hotel's ballroom, where the business sessions were held.

With the weatherman putting on one of his best displays of heat, the Coca-Cola fountain was an ever-popular spot. About 3,000 Coca-Colas were sampled by the delegates along with dozens of milkshakes and sundaes at the Coble Dairy Bar.

A complete account of the convention will appear in the 1953 Year Book. Here is a brief digest of some of the business transacted:

Major Resolutions Adopted

(1) That the N. C. Pharmaceutical Association unalterably oppose a national sales tax and urge its Congressional Representatives to register objection to such a tax.

(2) That the Secretary of the Federal Department of Health, Education and Welfare be requested to appoint adequate personnel with pharmaceutical background at the policy-making level in the Food & Drug Administration.

(3) That the Board of Pharmacy limit their inspection work to the use of pharmacists and that such pharmacist-inspectors be paid salaries commensurate with prevailing salaries paid to pharmacists employed in retail work.

(4) That the Secretary-Treasurer shall

publish in the CAROLINA JOURNAL OF PHARMACY, in the issue one month prior to the convention, a list of all offices for which nominations will be made at the convention

(5) That the Secretary be instructed to communicate to the present and immediate past officers of the Medical Society of North Carolina our gratitude for their loyal support and assistance in defeating House Bill 419.

Action on By-Laws

Motion by M. B. Langston, Jr. of New Bern to drop mail ballot and elect officers from floor of Convention. Defeated.

Motion by W. G. Forrest of Kinston that Board of Tellers count ballots in Chapel Hill, with any member of Association eligible to attend. Defeated.

Motion by John C. Brantley, Jr. of Raleigh (carried over from previous year) pertaining to nomination and election of Board of Pharmacy. Tabled until 1954.

Motion by W. G. Dudley, Jr. of Reidsville eliminating the acceptance of new Associate members after May 26, 1953. Passed.

New Directors

President Ward announced the addition of 12 new directors of the Pharmaceutical Research Foundation.

The new directors are: F. J. Andrews of Baltimore, J. C. Jackson of Lumberton and Frank W. Hancock, Jr. of Oxford, all for two-year terms; A. N. Martin of Roanoke Rapids, W. T. Glass, Jr. of Wilmington and R. C. Russell of Charlotte for three-year terms.

D. A. Dowdy of High Point, Paul E. Bissette, Jr. of Wilson and W. B. Gurley of Windsor were appointed to four-year terms. Chosen for five-year terms were W. L. West of Roseboro, J. Paul Gamble of Monroe and Wade A. Gilliam of Winston-Salem.

Nominees—1954-1955

For President: Sam Jenkins of Walstonburg and W. L. West of Roseboro.

For 1st Vice-President: W. B. Gurley of Windsor and J. P. Tunstall of Washington.

For 2nd Vice-President: Jesse W. Tyson of Greensboro and W. S. Wolfe of Mount Airy.

For 3rd Vice-President: C. D. Blanton of Kings Mountain and O. K. Richardson of Boone.

For Member of the Executive Committee or 3 Years: A. H. Cornwell of Lincolnton and W. A. Ward of Swannanoa.

For Member of the Board of Pharmacy, Year Term: D. D. Claytor of Greensboro and H. C. McAllister of Chapel Hill.

For Directors of the Pharmaceutical Research Foundation: Paul B. Bissette, Sr., Wilson; W. G. Dudley, Jr., Reidsville; I. T. Leamer, Durham; and P. J. Suttlemyre, Hickory.

NCPA Officers Installed

President: W. A. Ward, Swannanoa.

First vice-president: W. Latham West, Roseboro. Second vice-president: W. B. Gurley, Windsor. Third vice-president: Jesse W. Tyson, Greensboro.

Member of the executive committee for 3 years: B. R. Ward, Goldsboro. Member of the Board of Pharmacy for 5 years: Roger A. McDuffie, Greensboro.

Woman's Auxiliary

Mrs. Graham Culbreth of Southern Pines was installed as president of The Woman's Auxiliary for the coming year, succeeding Mrs. James M. Darlington of Winston-Salem.

Other officers are: Mrs. B. R. Ward, first vice-president; Mrs. O. G. Duke, second vice-president; Mrs. R. L. White, secretary; Mrs. Sam Jenkins, treasurer; Mrs. E. R. Fuller, historian; Mrs. Ralph P. Rogers, parliamentarian. Mrs. Darlington and Mrs. T. J. Ham, Jr., advisors.



AUXILIARY PROJECT—Hundreds of mystery boxes containing valuable merchandise are sold at the Pinehurst Convention by Mrs. W. W. West and members of the Woman's Auxiliary Projects Committee.



Top: Exterior of Hedgpeth Pharmacy, Lumberton, showing space on left recently added by the firm. Center: The remodeled floor area of the original store. Bottom: Fountain occupies the newly acquired space.

Hedgpeth Pharmacy of Lumberton Expands

Hedgpeth Pharmacy opened its doors for business December 18, 1924 and was owned and operated by R. A. Hedgpeth, a graduate in Pharmacy from the Medical College of Virginia. Mr. Hedgpeth holds a life membership in the North Carolina Pharmaceutical Association.

In August 1934, J. C. Jackson became affiliated with the store as a Pharmacist and six years later, February 1, 1940, Mr. Hedgpeth sold the business to J. E. Bryan and J. C. Jackson. The store retained its name Hedgpeth Pharmacy and began to operate as a partnership.

After 15 years of continual growth more space was needed to offer a well rounded store. The partners acquired the building

formerly occupied by the Lorraine Barber Shop next door to the Drug Store.

The soda business has been moved into the new addition and is connected to the original store by a ten foot doorway at the front and a six foot doorway at the rear of the store. These two doorways give ample circulation for customers.

The Back Bar was retained in the original store and this space converted into a Baby Department. The Cosmetic section now occupies forty feet on the other side beyond which open displays are used.

This store has always taken great pride in its Prescription Department, trying to render to the public the very best in Pharmaceutical service. Here three Registered
(Continued on Page 291)



Hedgpeth's Rx Department—Left to right: Pharmacists H. N. Rogers, Jr., Earle G. Caldwell and NCPA Past-President J. C. Jackson.



One of the Nation's Famous Trade Marks

Wherever people read newspapers and magazines, drive automobiles on the nation's highways, listen to radio or look at television—wherever people have headaches in the United States—"BC" is a well-known trade mark.

Every day, seven days a week, millions of people read about, hear about or see some form of "BC" advertising. Every week, 52 weeks each year, people in the United States are now buying an average of almost one and a half million packages of "BC" Headache Tablets and Powders.

Extra Dollars for You

Those who give prominent counter display to fast-selling "BC" reap the profits to be gained from this tremendous nation-wide advertising. More millions than ever before are now convinced that "BC" means quick headache relief.

B. C. REMEDY COMPANY

Durham, North Carolina

STATE'S RETAIL PHARMACIES NOW PAST 900 MARK

	1953	1952	1951	1950
Pharmacists on Active Roster	1585	1509	1448	1358
Increase Over Preceding Year	74	61	90	34
Pharmacists in All Phases of Practice	1293	1248	1219	1127
Increase Over Preceding Year	45	29	92	-3
Pharmacists in Retail Practice	1187	1159	1134	1061
Increase Over Preceding Year	28	25	73	10
Pharmacies (Hospital & Retail)	903	878	869	855
Increase Over Preceding Year	25	9	4	2
Prescriptions Filled	14,294,000	13,262,000	11,955,000	12,688,000
Increase Over Preceding Year	1,032,000	1,207,000	-533,000	-107,000

Information supplied by H. C. McAllister, Secretary-Treasurer, State Board of Pharmacy.



HONOR STUDENTS—P. A. Hayes of Greensboro, president of the Justice Drug Company and a staunch supporter of the University of North Carolina School of Pharmacy, gave gifts as well as a steak dinner to all the graduating seniors at Chapel Hill recently. At right Hayes holds a volume which is an index to all pharmaceutical and biological products being manufactured today and the companies which are manufacturing them. He presented copies of this index, previously presented to all North Carolina doctors, to members of the graduating class and all pharmacy faculty members. Looking on is Billy R. Murray (center), Chapel Hill, president of the Graduating class, and Dean E. A. Brecht.

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HydroCortone[®]
 ACETATE
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Creates New Prescription Opportunities



Topical Ointment of
HYDROCORTONE Acetate
 duplicates no other
 Rx item in your stock.

Topical Ointment of HYDROCORTONE Acetate (1% or 2.5%) improves allergic dermatoses considerably faster than other forms of local therapy. Marked decrease in inflammation and pruritus has been obtained without systemic effects. Extensive advertising and detailing will make it profitable to order immediately from your wholesaler.

Stock the Complete Line

TOPICAL:

Topical Ointment of
 HYDROCORTONE Acetate
 1% and 2.5%
 5-Gm. Tubes

Dental Ointment of
 HYDROCORTONE Acetate
 Each Gm. = 25 mg.
 5-Gm. Tubes

INTRA-ARTICULAR:

Saline Suspension of
 HYDROCORTONE Acetate
 Each cc. = 25 mg.
 Vials of 5 cc.

ORAL:

HYDROCORTONE TABLETS
 20 mg.
 Bottles of 25 Tablets
 5 mg.
 Bottles of 50 Tablets

All HYDROCORTONE
 tablets are oval-shaped
 and carry this trade-mark:



HYDROCORTONE is the registered
 trade-mark of Merck & Co., Inc.
 for its brand of hydrocortisone.



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY



Mayor E. B. Clapp

His Honor: The Mayor

During the recent municipal election held in Newton, Pharmacist Ernest Bernard Clapp of the City Pharmacy was selected as mayor for the coming year.

Other pharmacists-mayors selected at about the same time include Earl Tate of Lenoir, Gomer Davis of Spindale and R. L. White. Tate has been mayor of Lenoir since 1937; Davis and White are beginning second terms.

Mr. Clapp was graduated from the UNC School of Pharmacy in 1932 where his high scholastic record brought membership in Rho Chi. A native of Greensboro, Mr. Clapp has been associated with the City Pharmacy since 1936.

ASK FOR

Lance



Peanut Butter
SANDWICHES



What would it cost you to maintain an inventory this size?

The answer is obvious—too much.

Yet, through your wholesaler salesman you have access to inventories like this. Because your wholesaler maintains complete stocks, you can balance *your* inventory, stock products in exactly the quantity you

need, replenish stock on short notice.

It's another reason why your wholesaler salesman is a good man to know. He can help in other ways, too, for his day-to-day dealings keep him right up to date on matters vital to your business.

The most trusted name in surgical dressings and baby products...

Johnson & Johnson

Edward H. Little, Colgate-Palmolive Chairman, Hails Today's Opportunities

Cites Cases on Receiving Doctor of Laws Degree at Davidson College

"If I had my life to live over, and could choose any period from history a time to start my own career again—it would be now and here in the United States," Edward H. Little, Chairman of the Board of Colgate-Palmolive-Peet Company, declared as he received an honorary Doctor of Laws degree at the Davidson College commencement exercises. The degree was conferred on Mr. Little by Dr. John R. Cunningham, President of the College.

"Regardless of disturbed conditions in the world, I feel that your opportunities today are greater than ever before in the history of our country, or of the world," Mr. Little told the graduating class.

He said that rapidly expanding industry has created many jobs for young men with ability, "and for these young men, the advance is rapid."

A strong set of religious convictions, and a good formal education are both top-ranking aids to success, Mr. Little told the graduating class. He suggested a comprehensive program to the seniors to guide their post-diploma job-hunting. He said they should decide what industry they want to work in, and then they should carefully choose a company in that industry. "Investigate the company," he told them. "Is it progressive or static? What are your chances for advancement? Has the company adequate research facilities?"

The speaker closed by urging his audience to "take part in the life of the community, be intelligently informed politically and support church movements."

Mr. Little, who was born in Charlotte, N. C., within eight miles of Davidson College, worked his way up through the ranks of the Colgate-Palmolive-Peet Company, starting out as a soap salesman. He joined the old Colgate Company in 1902, and later moved to the former Palmolive Company, holding sales posts of increasing responsibility until 1928 when he was named general manager of foreign operations of

Colgate-Palmolive-Peet Company. He was elected a Vice-President in 1933, and President in 1938. Earlier, this year Mr. Little was elected Chairman of the Board, continuing as chief executive officer. The company's world-wide sales increased from approximately \$100,000,000 to \$380,000,000 while he was President of the firm.

Artist Does on-the-Spot Research in Europe for Unique "History of Pharmacy" Paintings

Robert A. Thom, nationally known Birmingham (Mich.) artist, has gone to Europe to do on-the-spot research for six additional paintings in the unique "History of Pharmacy" series.

George A. Bender, who conceived and developed the series on behalf of Parke, Davis & Company, said Thom is gathering data on prominent pharmacists in France, Germany and Sweden. The six additional paintings are among those which will depict dramatic highlights in a 200-year period.

So far, 18 paintings have been finished. Millions of people in the United States, Canada and elsewhere have seen color reproductions of them in pharmacy displays. Others are to be done at a rate of six a year, and the project is scheduled for completion in 1956.

Bender, who coordinates the research and writes the accompanying historical captions, said Thom is scheduled to return to this country July 21.

Returns from Virginia

Roland S. Whiteley has returned to Greensboro after several years of service in various drug stores of Virginia. He will be associated with Jesse Tyson in operating the Greene Street Drug Company.

Put on Board

Governor William B. Umstead has appointed Roger McDuffie of Greensboro to a 4-year term on the board of trustees of Cone Memorial Hospital.

From Shrapnel to Sundaes

JAMES W. HARRISON, Asheville

The healing balm of pleasant work at Grove Park Pharmacy's soda fountain is doing much to erase the harrowing memories of shrapnel wounds suffered in occupied Paris by Rita Kolb Searcy, a transplanted Bavarian *fraulein*.

She was a mere child when the dominating influence of Adolf Hitler forcibly resolved the differences of Prussia and Bavaria and made her native land a part of the Third Reich.

Her father was a railroad engineer in northern Bavaria and being anti-Nazi, made the error of denouncing Hitler as a war monger, whereupon he was "transferred" to another part of the empire. He was forced to join the Nazi Party after yielding to the delicate devices of "persuasion" used by members of the Party and was allowed to return home prior to the outbreak of World War II.

By this time Rita had finished school at Schweinfurt and the Maria Theresa School in Thuringen and was a librarian in Wurzburg. By 1941 she was a telephone operator and was placed in air protection service.



RITA KOLB SEARCY

One of Hitler's commands being that each telephone operator was forced to serve the Reich at least two years in a foreign country, Rita was sent to Paris. There she was assigned to *L. S. Warnkommando* to give warning in air attacks. The hours were long and arduous and filled with some peril to the operators. Operators could not leave their stations until relieved and were sometimes kept on duty until exhausted.

During one of her infrequent evenings off duty she attended a movie theatre with a friend and while returning to the theatre for a forgotten article was caught in an explosion. She later learned the theatre was bombed with a time-bomb set by the French Underground. She was hospitalized for nine weeks with serious shrapnel wounds in both arms and legs and to this day wears tell tale scars. The *Verwundeten Abzeichen*, equivalent to our Purple Heart Medal, was awarded to her.

She had one more harrowing experience to meet before the war's end. In the Spring of 1945 her home town, to which she had been returned, was bombed. Their home became a mass of ashes and she and her family were forced to again gather up the threads of their lives to weave an actual existence.

Rita has a great lore of breath-taking experiences to relate. It is difficult to pull them from her as there are too many vivid memories of hardship and danger that relating them brings pain.

However, there are countless humorous episodes intermingled in her wartime experiences. For instance, the shock of being winked at by a precocious American soldier—winking is hardly a German custom. Incidents filled with pathos are evidenced when she tells of listening to forbidden broadcasts and learning of those she knew being American prisoners of war. Hair raising dangers are visualized when one listens to her tell of parrying words with a German corporal who was really an English agent.

When the Americans occupied her home town she worked in an American hospital and there she met romance. She married an American sergeant in August 1948 and brought her to Asheville. He is at Ot

VA Hospital in a civilian position. She who was once Fraulein Rita Regina Kolb of Bavaria is now Mrs. Melvin G. Searey of Asheville.

Although she loves Asheville, she feels the nostalgic winces of an occasional siege of homesickness. The mountainous topography of Asheville and its environs remind her of her own Bavarian mountains. Now she and her husband are saving for a trip back to her home. Her innate thrift and determination will make it possible.

Rita was for several months a telephone operator at Saint Joseph Hospital but now is in her second year at Grove Park Pharmacy. Her thoroughness and exactness—typically racial characteristics—make her a valued clerk. She is a “natural” in operating a soda fountain and employs a high degree of artistry in her work.

She is comely in appearance and soft of voice. Although she uses remarkably good English, her listeners delight in the circumplex lilt of her use of the *umlaut* vowels. There is none of the guttural harshness, only a piquant quaintness.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

AT THE FOUNTAIN
OR
IN THE CABINET

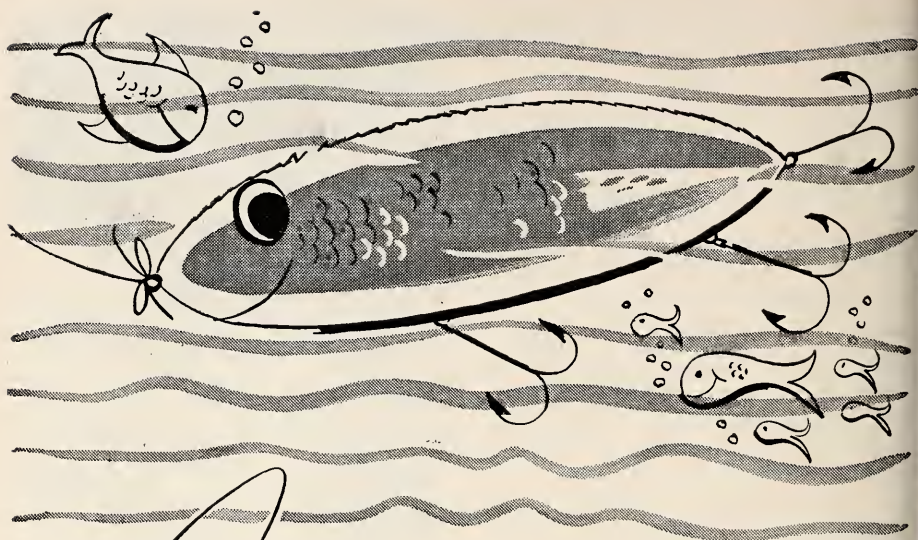


NORTH CAROLINA'S
OWN

PINE STATE
ICE CREAM
IS EVERYBODY'S
FAVORITE

ALWAYS A SALES
AND
PROFIT BUILDER

RALEIGH, NORTH CAROLINA



Angling **FOR CUSTOMERS**

● To *lure* customers into your store Sealtest has a *tacklebox* full of proven traffic builders. The Big Top television circus, magazine advertising in LIFE and SATURDAY EVENING POST, and radio and newspapers at the local level.

The *reel hook* though is a *creelfull* of the most dynamic promotional ideas you've ever seen — especially designed to *net* you more store traffic and bigger purchases per customer.

Fishing for more soda fountain profit? Just call your local Southern Dairies Sealtest office.

Board Licenses Two New Pharmacies

Acts on Substitution

H. C. McAllister has announced the licensing of six pharmacists by way of reciprocity from other states. Prior to receiving their license, each of the six candidates appeared before the Board of Pharmacy for personal interviews.

Licensed from South Carolina were J. J. Buckner, G. L. Carroll, E. W. Bruce and V. D. Craig. T. R. Fritche from Florida and C. L. Jefferies from Virginia completed the list.

Two new retail pharmacies were granted permits: Modern Pharmacy, 1808 Rozell Ferry Road, Charlotte, and Coley's Pharmacy, 615 Greenfield St., Wilmington. The latter firm is owned by Ralph G. Coley with J. V. Thompson in charge of the prescription department. Miss Ruth Agnew, formerly of Asheville, is pharmacist in charge of the Modern Pharmacy. The owners are J. R. Walker and J. N. Kirkley.

There were a number of transfers of ownership of established stores. C. E. Ingle and others purchased the Weaverville Drug Company from Herschel Roberts and will continue to operate the business under the same firm name. Ingle assumed active management of the business in mid-May.

Horace Baker and Lacy Lancaster are the new owners-operators of Hollingsworth pharmacy, Mount Airy.

The Barbour-Pittman Drug Company, Cor. Front & Main Streets, Burlington, successor to the City Drug Company, Inc., is now managed by one of the new owners, G. R. Pittman. The store is to be completely reodeled according to Joe Barbour, another of the owners.

A number of persons appeared before the board, having been cited for substitution of products of the A. H. Robins, Co. of Richmond. After presentation of facts by representative of Robins, affidavits were signed by those persons involved stipulating that there would be no further substituting of any drug, medicine or preparation in their respective pharmacies.

If the terms of the agreement are violated, court action is expected to follow, with possible revocation of licenses of the pharmacists involved.

Don Plemmons of Asheville and John McNeill of Whiteville attended the meeting as guests of the Board. Members of the Board return to Chapel Hill on June 16th for the three day mid-year examination.

To Sell Cosmetics

Mrs. Albert Lowder has accepted a position as manager of the cosmetics department, The Drug Centre, Albemarle. For the past several years Mrs. Lowder has been associated with Belk's Department Store.

Hams Given Away

Celebrating the opening of Almand's Rexall Drug Store of Carolina Beach, free prizes including 12 hams were given away. L. R. Lanier is manager of this \$35,000 semi-self-service drug store.

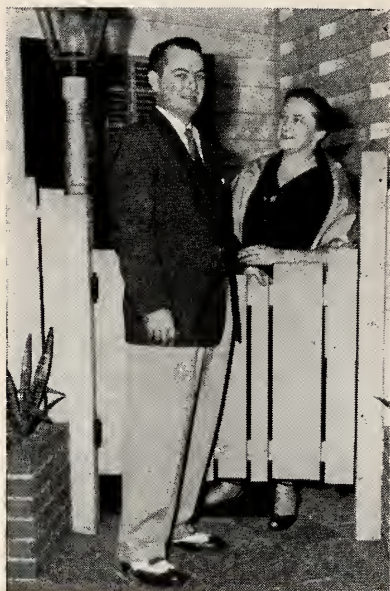
**Better—
for druggists only.
No one else can have it.**



There is a reason why we now insure most of the worthwhile Drug Stores of the Country.

**Consult our Agent
F. O. Bowman,
North Carolina State Agent
P. O. Box 688
Chapel Hill, North Carolina**

**Ralph M. Crosson,
South Carolina State Agent
1812 Marion Street
Columbia 3, South Carolina**



Mayor "Phil"

Mr. and Mrs. Philip L. Van Every are shown on the reception patio of the Charlotte plant of "The House of Lance."

Mr. Van Every, better known as "Phil" to his many friends, is not only president of a firm distributing crackers and candy to 24 states, but now heads Charlotte's city government. As mayor of the state's largest city and director of the Lane "family" stretching to Texas and beyond, Phil is in for a busy time the next 12 months.

Mrs. Van Every is an active member of The Charlotte Auxiliary, and for a number of years reported the activities of that organization. THE CAROLINA JOURNAL OF PHARMACY.

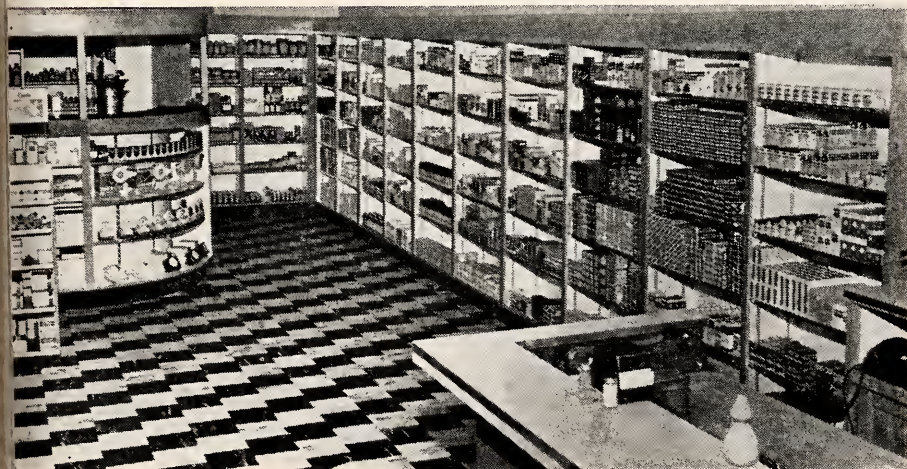
Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.



A department store installation of Bastian-Blessing Soda Fountain-Luncheonette equipment at Smith & Welton, Inc.,
Norfolk, Virginia



A recent installation of Key Line Store Fixtures at the
Kirkpatrick Drug Company in Leaksville, North Carolina

GRANT E. KEY, INC.

Manufacturers

Distributors

Lynchburg, Virginia

"Speedy's" pushing ALKA-SELTZER

BRAND

Reg. U. S. Pat. Off.



**457 Visual
Selling Messages
Every Week**



Every important TV man
throughout the U.S. carries M
selling messages—457 every w
You get this tremendous see
support for ALKA-SELTZER
the entire Miles line .

PLUS CONTINUOUS ADVERTISING THRU—

RADIO

796 stations carry four Miles
network programs, coast-to-
coast, 5 times every week to
every corner of America!

NEWSPAPERS

305 newspapers across the
country add huge selling power
to help you sell ALKA-SELTZER
and entire Miles line.

MAGAZINES

98 magazines, week after week
and month after month, urge
readers to come in and buy Mile
products at YOUR drugstore

MILES LABORATORIES, INC.

ELKHART, INDIANA • PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

Lt. Day Offers Advice to SS Eligibles

Dear Mr. Smith,

I fear that this is a long overdue letter and I apologize for the delay.

Barbara and I have been in Houston almost six months now, and we like it fine, although it doesn't quite merit all the characteristic Texas "brag" put out by each citizen ambassador. In fact I heard a Texan say that the only reason Texas won the war with Mexico and came to be a state was that the Alamo didn't have a back door. Seriously, Houston is a very nice city and the people are almost up to the Carolina calibre.

Barbara is Assistant Secretary at Parker Memorial Methodist Church; it seems that the only way to make a Methodist out of a Baptist is to get them a paying job in the church. The church is very new and built with a modernistic theme throughout, the membership is over 1,200 which makes it the third largest Methodist Church in Houston which has the largest Methodist Church in the world.

This is our first housekeeping experience and we are doubly enjoying our attempts; although we have to learn by a series of mistakes. Our apartment is about four blocks from the church and across the street from the ninth hole of Houston Country Club Golf course.

For the past months, since I've been in service, I have been in Navigation and Electronics training out at Ellington Air Force Base, about 17 miles out of Houston. The program that I'm in is Electronic Countermeasures (or ECM). Our Class is scheduled to graduate around June 16, providing we get all our training flights in. From here we go to Keesler Air Force Base, Mississippi for five months extensive training in Electronics. It is quite a far throw from Pharmacy but very interesting. But you can bet I'm waiting for the day I'll be back in good ole N. C. for good, counting pills and scraping labels. It's a shame that I have to stay out of Pharmacy while I'm in the service and I certainly hope that soon my pills will be taken to make it more accessible

for a pharmacist to have a fair chance in the service for the profession that it is. It's true that the Medical Services Corp offers commissions for a very limited number of Pharmacists (six per year in the Navy), but these are most all filled from pharmacists already in the service.

As you know, I spent most of last summer trying to find the proper approach toward a commission in the Medical Service Corp in one of the services but was discouraged each time.

My advice to those who are finishing this year or any who are expecting their call, is to check with the different Reserve Headquarters and find just which fields are open. After visiting each and finding what is available to put in an application far enough in advance to take care of any chance of orders to report for induction coming first. It takes from about three weeks to three months to process applications. I'm sure they can all find an interesting field for their service years but it's a shame that we must leave the field we love.

This was the path I finally followed and both Barbara and I are as satisfied as we can be under the circumstances. I hope that this information may be of some use to you to pass on. Unfortunately, this is probably not the best means but only the result of my search. Maybe if enough of us put our knowledge together, soon the boys won't have to worry with the indefinite future.

Looking forward when again I can turn to the mortar and pestle, I am,

Sincerely,

Harold Vann Day.

Lt. Day offers some advice to the about-to-be-inductee, which we are happy to pass along. If you are not on the SS List, you will still find his letter interesting.

Lt. Day's home is in Spruce Pine, where his father operates Day's Drug Store.

Norwich Announces

A NEW

STREAMLINED

SALES POLICY!

A clean-cut discount plan is coming your way ... making it easier for you to streamline your buying of *all* Norwich "bigger-profit" products.

Your Norwich Salesman has all the details. The next time he visits you with his full-line sample case, get out the welcome mat for him. He's got welcome news for you!

*Still in effect is Norwich's Guarantee
which assures your customers a full
refund—and assures you a full profit!*



The Norwich Pharmacal Company, Norwich, New York

"Family Digest" Designated Official Consumer Magazine by NCPA

Starting in September, the druggists of America will have a new ally in their fight against super-market competition in the form of a consumer magazine they can call their own.

Called "Family Digest for Better Health," the magazine will be issued monthly and sold exclusively through drug stores throughout the nation at 10 cents a copy. A magazine for the whole family, it will be digest-size with many illustrations. Apart from its function as a promotional medium, it is the avowed intention of the editors to make Family Digest the biggest time's worth in magazines today.

Family Digest is being launched with the backing and blessing of virtually the entire drug industry. It has already won the endorsement of the National Conference of State Pharmaceutical Associations secretaries, which has designated it the official consumer magazine of the retail druggist.

Local Pharmaceutical Associations are quickly following the recommendations of their national organization and are signing individual orders calling for special distribution, merchandising and display rights for the magazine.

Family Digest will provide the retail druggist with potent ammunition in combating the encroachment of super-markets in the retail drug field. As a magazine edited solely for and sold by the drug stores of America, it will naturally attract advertisements on drug products. It thus becomes an effective promotion medium for the drug store from which the magazine is purchased. Similarly, for the advertiser, Family Digest is expected to become a prime medium for drug and other products sold at drug stores. The unprecedented endorsement by trade groups will not be lost on manufacturers who are eager to cement relationships with drug outlets.

Family Digest will be edited by Benjamin Olds, formerly associate editor of *Family Circle*. Boris Benjamin, a licensed New York State pharmacist and a marketing and

sales specialist in drug products, will advise on pharmaceutical matters. Editors Olds and Benjamin have mapped out an editorial plan designed to attract a wide family readership. Features by approved authorities will appear regularly on health, accident preparedness and the latest developments in medicine—all helping—directly or indirectly—to point up the druggists' importance in the community. In addition, there will be columns on household hints, beauty, child care, hobbies, movies, TV and radio. Original stories and articles of general interest by outstanding writers will round out the magazine's content.

An interesting feature of Family Digest is its method of distribution. As opposed to regular magazine channels, it is scheduled to be distributed through the druggist's own wholesalers, enabling him to order Family Digest along with his regular drug products. This method also provides for a full 35% mark-up for the druggist—or more than he makes on any other magazine.

The first issue of Family Digest, dated October and on sale September 2, will run over 100 pages and have a guaranteed circulation of one million copies, with the editors confident that it will quickly skyrocket far above that mark.

To expedite selling at the retail level, drug stores will be provided with a free metal display rack to be attached to the cash register. Holding 30 copies, it is designed to flag the customer's attention while he is getting change.

Editor Ben Olds feels confident that Family Digest is just the prescription drug stores need for licking those super-market blues. "I'll take a Family Digest, too," is a phrase he expects to become commonplace at drug store counters all over the country.

A contract has been signed by the NCPA designating "Family Digest" as its official consumer magazine in North Carolina. Complete details are being sent direct to NCPA-member stores in the state.

New Pharmacy Opened

Bob Scharff invites his friends to stop by Clemmons and visit with him in his newly opened Clemmons Pharmacy. Clemmons is located near Winston-Salem on Highway 158.

N. C. Pharmacists Attend New Orleans Conference

The Southeastern Hospital Conference met recently in New Orleans, La. Included in this conference was the annual meeting of the Southeastern Society of Hospital Pharmacists.

A very interesting and informative meeting was held, covering various phases of hospital pharmacy. Also a highlight of the meeting was a report by Grover Bowles, president of the American Society of Hospital Pharmacists, on International Pharmacy.

Members of the North Carolina Society of Hospital Pharmacists attending were the

following: Gilbert Colina, Mercy Hospital, Charlotte; Ernest W. Rollins, Baptist Hospital, Winston-Salem; Nell Evans, Charlotte Memorial Hospital; Wesley T. Collier, N. C. Memorial Hospital, Chapel Hill; Virginia Caudle, City Hospital, Winston-Salem; and Mr. and Mrs. James W. Mitchener, Cabarrus Memorial Hospital, Concord.

The next annual meeting will be held at Atlanta, Ga.

Hospital Pharmacists Elected

The following new officers have been elected for the North Carolina Society of Hospital Pharmacists:

President: James W. Mitchener, Chief Pharmacist, Cabarrus Memorial Hospital, Concord.

Vice-President: R. W. Hardy, Chief Pharmacist, Gaston Memorial Hospital, Gastonia.

Secretary: Wesley T. Collier, Pharmacist, N. C. Memorial Hospital, Chapel Hill.

Treasurer: Nell Evans, Pharmacist, Charlotte Memorial Hospital, Charlotte.

'Ilotycin,' Crystalline, is a powerful antibacterial of proved effectiveness in the treatment of infections due to:

the new

WELL-TOLERATED

wide-range antibiotic

'Ilotycin,' Crystalline, is available in 100-mg. specially coated tablets in bottles of 36 and 100 (No. 7).

ORGANISMS

1 Staphylococci

2 Hemolytic streptococci

3 Pneumococci

4 *Corynebacterium diphtheriae*

5 Nonhemolytic streptococci

INFECTIONS

Bacteremia, meningitis, pneumonia, osteomyelitis

Cellulitis, erysipelas, peritonsillar abscess, pharyngitis, pneumonia, scarlet fever, septic sore throat, tonsillitis, wound infections

Empyema, lobar pneumonia

Diphtheria carriers

Some cases of endocarditis, genito-urinary tract infections

For quick, dependable service, send your orders to us.

THE PEABODY DRUG COMPANY
Durham, North Carolina



† Ilotycin
(Erythromycin)
Lill
Crystalline

Bodeker Honors Bill Gibson

In recognition of nearly 16 years of service representing Bodeker Drug Company in eastern North Carolina, members of the firm honored W. S. (Bill) Gibson upon his retirement to enter the retail field in Goldsboro.

Bill is shown holding a Torsion Balance, which includes a silver platter about to be presented by Mr. George Franck, gave tangible support to the high regard in which Bodeker holds for him.

Mr. Elwood Ford, president of Bodeker, shown on the right, made the Balance presentation.

Since Mr. Gibson is leaving the wholesale field, he resigned from the directorship of the Traveling Men's Auxiliary. As a replacement, the TMA's elected Cecil Wilkerson of Wilmington.

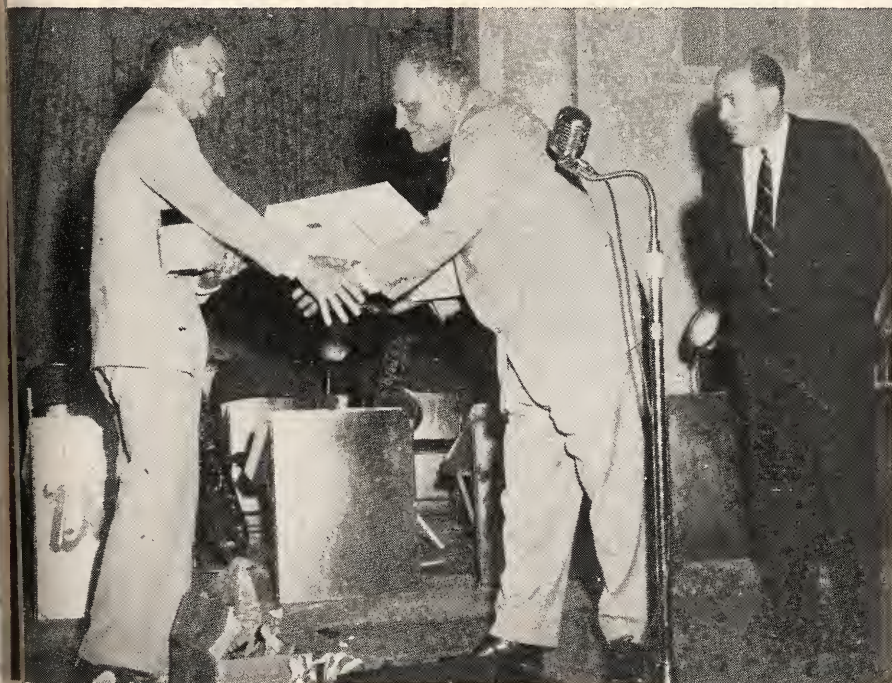
Presentation of the gifts took place at the NCPA Convention just concluded at Rehoboth Beach. Picture by Galeski Photo, Richmond.



"IT'S FAMOUS

because

IT'S GOOD"





LOWRES Sun Glasses

Penthouse Assortment 53-1

2 prs. #400 Sharpshooter	Retail \$3.98 each
2 prs. #401 Skipper	Retail \$3.98 each
2 prs. #404 Parkway	Retail \$3.98 each
2 prs. #405 Clip-on	Retail \$2.50 each
2 prs. #502 Golden Rim	Retail \$3.98 each
2 prs. #704 Princess	Retail \$3.98 each
2 prs. #706 Milady	Retail \$3.98 each
2 prs. #601 Governor	Retail \$3.98 each
3 prs. #802 Sport Girl	Retail \$1.98 each
3 prs. #803 Native Girl	Retail \$1.98 each
3 prs. #804 Pearl Girl	Retail \$1.98 each
2 prs. #900 Wedgewood	Retail \$2.98 each
2 prs. #901 Sport Wedgewood	Retail \$2.98 each

Total Retail Value—\$90.46

Dealer Cost—\$57.60

Distributed by

JUSTICE DRUG COMPANY

GREENSBORO, N. C.

Dependable Service Since 1898

The NCPA Course in Retail Credit and Collecting

FINAL LESSON—HOW TO HANDLE EMERGENCY CHARGES

By PLASCO G. MOORE

Editor's Note: This is the last in a series of six articles by Plasco G. Moore on Credit and Collection Procedures. Your Editor sincerely hopes that they will prove beneficial in the operation of your credit business. Please feel free to write the author about any special problem in the credit field with which you may be confronted. There is no charge for this consultative service. Your letters should be addressed to the Editor of CAROLINA JOURNAL OF PHARMACY.

The Emergency Charge Problem

There is perhaps no other kind of business other than the drug business which is so consistently confronted with the customer who comes in to purchase emergency items on a credit basis. While most of the merchandise requested by these customers is prescription merchandise, it is not limited exclusively to the prescription department. Customers want hot water bottles, antiseptics, tape and bandages, and a vast number of other items—and they wish to charge them because they do not have ready cash. My actual survey of the outstanding uncollectable accounts of several drug stores, more than eighty percent of these accounts started by way of the emergency purchase.

The druggist, when confronted with such customers, does not know what to do. If he charges the items, he may not be able to collect. If he does not charge them, he feels like the world's worst non-humanitarian.

There is one sure way to combat this problem, however, and that is by the use of an EMERGENCY CHARGE SLIP. Drug store operators will profit from its use—if they will only ready the following slip and then immediately start to place the procedure into operation.

A Three-Act Drug Store Playlet

Act One

Scene: A drug store in Anytown, U. S. A.

Customer: "Will you fill this prescription, please?"

Pharmacist: "Yes, certainly, sir."

(Pharmacist fills prescription)

Pharmacist: "Here you are, sir, that will be two dollars and seventy-five cents."

Customer: "Say, I am a little short on cash this week. My little girl is seriously ill, and I just *must* have this medicine. Could you let me have it and let me pay you on the 15th when I get my check?"

Pharmacist: "Well . . ."

Customer: "Oh, I'll pay you—you can depend on that, my credit is good. Don't you know me? Why, I've been trading with you here for more than three years."

Pharmacist: "Well, 'er, we don't . . ."

Customer: "I've just got to have this medicine—my little girl is in bad shape. You can depend on me paying you right after I get my check."

Pharmacist: "Well, all right—on the 15th, is that right?"

Customer: "I sure do appreciate this. Thank you a lot."

(Customer departs)

Pharmacist: "I'll bet I'll never see that \$2.75. I'll just add it to the \$2,500.00 worth of other accounts which I am stuck with, I guess."

(Curtain for Act One)

Act Two

Scene: Same drug store in Anytown on the 17th of the month.

(Same customer enters)

Pharmacist: (Hopefully) "Good morning, (Continued on Page 279)"

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House.
Owned and Operated by Registered Pharmacists

We Appreciate Your Business

BONUS DEALS

Effective Until Further Notice

TINA-CIDE

35c Size—(List \$2.40)

1 Dozen—1/12 dozen BONUS from Wholesaler

3 Dozen—1/4 dozen BONUS from Wholesaler

* Plus—1/4 dozen BONUS, Direct

*Direct Bonus sent upon receipt of wholesale invoice

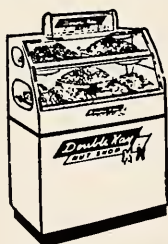
COMBINATION PACKAGE

EDWARDS FOOT POWDER & TINA-CIDE

1 Dozen—
1/6 dozen
BONUS from
Wholesaler

TINA-CIDE

69c Size—
(List \$4.80)



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NUT SHOP **KK**
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The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

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THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

EMERGENCY CHARGES

ay I wait on you?"

Customer: "Yeah, you remember that prescription I had filled here a couple of weeks ago—I want to pay for it."

Pharmacist: "Yes, sir. Just a moment, please . . . (Looking for ticket) "How is the little girl?"

Customer: "Oh, fine. She is already back at school. . . . I sure have had my share of sickness . . . hope this the end of it."

Pharmacist: "Well, we hope so, too . . . here is your ticket—the amount is \$2.75."

(Customer gives pharmacist money)

Pharmacist: "Thank you very much, sir. Is there anything else you need today?"

Customer: "Well, come to think of it, my wife likes that Excello perfume you have in the window, and tomorrow is her birthday. I believe I will get a bottle of that . . . the \$7.50 size, please."

Pharmacist: "Sure thing. Here you are, sir. Now what else?"

Customer: "Why, 'er . . . Oh, yes, better get me a couple of cartons of MILDOR cigarettes . . . seems I am always out . . . and better let me have a box of TROPICARS, too, I must treat the boys at the party tomorrow . . . just an old custom, you know. And that will be all."

Pharmacist: "All right, sir, that will amount to \$14.65."

Customer: "\$14.65, O.K., just charge it, please."

Pharmacist: "Well, er-er-er, Why, s-s-sure, YES, SIR. Thank you."

(Curtain for Act Two)

Act Three

Scene: Same drug store, same pharmacist
FOUR MONTHS LATER.

Pharmacist: (Going over books) "Boy, this one for \$14.65, do you suppose I am sick with it? Wonder where that old boy is—he paid me the first time and now this bill is three months past due. He won't answer my letters and he hasn't been in since he made that last purchase. Think I call the credit bureau and find out what the trouble is."

(Calls credit bureau)

Credit Bureau Manager: "Good morning, where Credit Bureau, Miss Jones speak?"

Pharmacist: "Say, Miss Jones, do you have anything on Silas Blank?"

Credit Bureau Manager: "Silas Blank? Just a moment, please. . . . We have three Silas Blanks in our file. Is that Silas Harry Blank, Silas Monroe Blank, or could it be Silas Sylvester Blank?"

Pharmacist: "How do I know? Just Silas Blank is all I have. He is supposed to live in the south part of town—let's see, 506 K Avenue, I think."

Credit Bureau Manager: "Oh, yes, we did have a Silas Harry Blank living at that address, but he moved some three months ago."

Pharmacist: "Moved? Where in the world did he move to?"

Credit Bureau Manager: "Why, our records indicate that he moved to Fairbanks, Alaska, on March 31. He is with a construction company there."

Pharmacist: "Fairbanks, Alaska? . . . Why-y-y-y he owes me \$14.65!"

Credit Bureau Manager: "Is that right? Our records indicate he owed two other drug stores when he left here and, in addition, he also is indebted to—let's see, just a moment—oh, yes, he also owed two grocery stores, one lumber company, and he was two months behind with his rent."

Credit Bureau Manager: "You said he paid you once—is that right?"

Pharmacist: "Yes, you see, we have a lot of customers who come in here to fill prescriptions and they don't have the money to pay for them so we druggists are kinda on the spot. Generally, we feel we have to charge the prescription. What else can we do, when some member of the family is about to die?"

"Well, this fellow comes in and he can't pay for the \$2.75 prescription, see, so I just charge it. He was to pay for it on the 15th. He didn't come in on the 15th, but he did come in and pay me on the 17th and then he charged \$14.65 more. Naturally, I thought since he paid the first bill, he was good—wouldn't you?"

Credit Bureau Manager: "Well, that all depends. Sometimes, customers will open large charge accounts like that by way of an EMERGENCY purchase. These same customers may, at the time, owe almost

(Continued on Page 281)

STANBACK PUTS *Wind* INTO YOUR PROFITS!

As spring winds bring change-of-season colds and headaches to North Carolinians, your sales of STANBACK can bring you constant profits through quick turnover and little display space.

Advertised heavily and persistently on radio—in Life—Good Housekeeping—newspapers and through point-of-purchase . . . your STANBACK sales should soar “High as a kite.”

Display STANBACK—year round.



STANBACK

REPLACEMENT OF A SIGN OF M.C.
★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

EMERGENCY CHARGES

everyone in town and sometimes you are the last one they can go to for credit because they already owe the other stores. So, through an EMERGENCY purchase they come into your credit department, 'through the back door,' so to speak."

Pharmacist: "Yes, but this was a nice looking fellow. Did he owe others when first charged that \$2.75 purchase?"

Credit Bureau Manager: "Well, just a moment and I will check. Our records indicate that Silas Harry Blank moved here about two months before he made his first purchase with you. He came from Hoboken, N. Y. A transfer of credit record from Hoboken, indicates that he left that city owing more than \$375.00 to the merchants here."

Pharmacist: "You mean I sold him on credit when he owed all that? But what else could I do—he needed the medicine."

Credit Bureau Manager: "Have you ever heard of the EMERGENCY CHARGE SLIP?"

Pharmacist: "'EMERGENCY CHARGE SLIP'?" Why, no. What is that?"

Credit Bureau Manager: "Why, the EMERGENCY CHARGE SLIP is a special charge slip which you could have used to record that first EMERGENCY purchase which Mr. Blank made. It would have saved you \$14.65."

Pharmacist: "Saved me \$14.65. How?"

Credit Bureau Manager: "You see, the emergency charge slip is a special slip to be used in case of EMERGENCY charges only. It enables you to open a *conditional* account for your customer until you have had time to check to see if he is entitled to a *regular* charge account. I don't know how you handled that emergency charge for Mr. Blank, but here is how you might have handled it—listen and see how this sounds":

Mr. Blank: "Could you charge this until the 15th?"

You: "Do you have a charge account with me, sir?"

Mr. Blank: "N-N-No, s-s-sir, I don't think so."

You: "Well, the credit bureau is closed now and I am afraid we can't open an account for you until tomorrow, sir."

Mr. Blank: "But I gotta have the medi-

cine—my little girl is bad—she is real sick."

You: "Of course, sir. We want to help you, of course—Suppose I open an EMERGENCY CHARGE ACCOUNT for you now and then later we would like to open a regular account for you. When do you feel you can pay for this prescription, Mr. Blank?"

Mr. Blank: "By the 15th—for sure."

You: "All right—\$2.75 to be paid by the 15th. Now, Mr. Blank, we do a big credit business here, and we are sorry you are not one of our regular charge customers. We would like to open a regular charge account for you, and next time you will not be caused this inconvenience.

There is some information on the back of this EMERGENCY CHARGE ticket which we will need in order to open your account. It will take about two minutes to fill it out. Would you mind doing that?"

Mr. Blank: "No, no—not at all. My credit is good everywhere—shoot."

"Now, you see the story clearly from there, don't you? The next morning you could have called this office and you could have given me the information you obtained from Mr. Blank. We then could have checked his file and could have reported back to you. I am sure when you learned of all those past due accounts in Hoboken, in addition to some local accounts which he owed, you would not have sold him that \$14.65 worth of additional merchandise when he came in later."

Pharmacist: "Yes, but if I had pulled that EMERGENCY CHARGE SLIP on him, he probably would not have come in to pay the \$2.75."

Credit Bureau Manager: "You might be right—but you still would have saved \$14.65, wouldn't you? You see, the EMERGENCY CHARGE SLIP serves a dual purpose. First, it keeps those \$14.65 customers from getting on your books 'through the back door,' or through the 'emergency purchase' procedure."

"Second, you would be surprised how many real *good* credit customers you can get on your books by using the EMERGENCY CHARGE SLIP. It is a reliable and dignified way to transact emergency credit purchases and it saves you a lot of embarrassment, worry and MONEY."

For the Pharmacist

and members of the T.M.A.

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

Attends Banquet

The Founders' Day Banquet of Lambda Chapter of Kappa Epsilon was held at the Institute of Pharmacy on May 16. Patsy Upchurch welcomed the members while a report of the national convention was given by Grey Bullock.

New officers of the Chapter installed at the banquet are: President, Don Kepley; Vice-President, Grey Bullock; Secretary-Treasurer, Oveda Fisher; Historian, Joanne Schell; Pledge Mistress, Freda Hobowsky.

Purpose of Kappa Epsilon is to unite the women students of Pharmacy.

N. J. Board Prohibits Imprinted Rx Blanks

The Board of Pharmacy of the State of New Jersey has just promulgated a regulation that "No prescription blank shall bear an imprint thereon of the name of any pharmacy or drug store or other licensed premises or bear the name or address of any person registered under this statute."

Stephen M. Duschock of South River, N. J., the President of the Board, indicated that all pharmacy owners are being informed of this new regulation in the letter accompanying pharmacy permits for the fiscal year beginning on July 1. This regulation will not become effective, however, until July 1, 1954 to give physicians an opportunity to use up blanks already printed.

Mr. Duschock said that this regulation was adopted by the Board at the request of the Board of Trustees of the New Jersey Pharmaceutical Association. At its June convention in 1952 the Association amended its Code of Ethics prohibiting the use of imprinted blanks and it was later decided to sponsor specific legislation giving the Board authority to outlaw such blanks. However, subsequently counsel for the Association advised the Board decided the Board already had authority in the present Pharmacy Act under the legal definition for a prescription to promulgate such a regulation and the Board decided upon the regulation after careful consideration of the problem.

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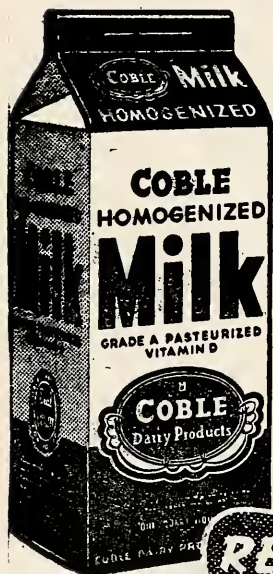


COBLE

MILK

in the new

**DAIRY GOLD
CARTON**



Host to Southern Group

Paul R. Bisette of Wilson was host to members of the Southern Drug Store Association at the organization's spring meeting held at the Grove Park Inn, Asheville, May 17-20.

Here are a few of the interesting topics discussed: (1) How To Keep Magazine Agencies From Filling Your Shelves With Objectionable Magazines; (2) Members' Experience With Self-Service vs Semi-Self-Service; (3) How To Put a Sick Store Back on Its Feet; and (4) To What Extent Has Self-Service Helped Gross Profits—How Has It Affected Volume?

News Notes from Justice Drug

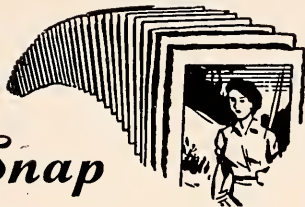
Born to Mr. and Mrs. Stephen T. Forrest, son, April 23, 1953. Mr. Forrest is Vice President of Justice Drug Company, Greensboro, N. C. The proud grandfather is P. A. Hayes, President of the firm. This makes the second fine boy in the Forrest family. Mr. and Mrs. G. Dewey Andrews announce the arrival of a daughter on April 20, 1953. Mr. Andrews is Sundry Buyer for Justice Drug Company, Greensboro, N. C., and also has a two-year old son.

Mr. and Mrs. P. A. Hayes were at Montreat, North Carolina, the latter part of April attending the Interstate Y. M. C. A. Conference. Mr. Hayes is president of Justice Drug Company, Greensboro, N. C.

Mr. D. Frank Hayes, Vice President of Justice Drug Company, Greensboro, N. C., was a patient at Piedmont Memorial Hospital the latter part of April and first of May.

Attendants at the North Carolina Pharmaceutical Association Convention at Pinehurst, N. C., in May included Mr. P. A. Hayes, president, and Mrs. Hayes; Mr. Wm. Brewer, vice president, and Mrs. Brewer; Mr. S. T. Forrest, vice president, of Justice Drug Company, Greensboro, N. C. Members for Justice Drug Company, Greensboro, N. C. attending the North Carolina Pharmaceutical Association Convention at Pinehurst included Mr. T. S. Simpson, Mr. Lynn R. Davis, and Mr. Raymond G. Hall and Mrs. Carroll.

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We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

New York State Pharmaceutical Association Sponsors \$1,000 Contest to Discover Plan to Curb Duplications

The New York State Pharmaceutical Association announced May 28 the opening of a nation-wide contest to discover an effective plan for eliminating the needless duplication and imitation of drug products.

In a statement giving its reasons for its sponsorship of the contest, the Executive Committee of the Association asserted it believed "the most pressing problem confronting retail pharmacy is the unrestricted and ever-rising flood of duplicated and imitated prescription products now distributed to retail pharmacists."

The committee added: "Today, about 75 per cent of all prescriptions call for fabricated products and this huge market has created a situation wherein most manufacturers apparently feel that they must carry a complete line of specialties similar or identical to those of every other manufacturer or be at a competitive disadvantage. Every therapeutic agent, unless barred by patent rights, is listed in drug forms by a multitude of pharmaceutical firms under a different brand name. The number of branded names is then further increased by marketing simple mixtures consisting of the basic drug along with additional quantities of other ingredients. In the plethora of brand names has reached the point where it is easier to develop a so-called "new specialty" than it is to find a name for it which will not infringe on one already covered by another trademark."

The contest is open to everyone. The persons who present the three most effective plans for solving the problem of duplication, the Association will give a first prize of \$500, a second prize of \$300, and a third award of \$200, or a total of \$1,000.

All entries must be "practical in design and not of a visionary character." They must, in addition, be "legal in concept under existing federal and state laws."

not require the enactment of new legislation of doubtful constitutionality." They must avoid anything which might suggest boycotting methods or procedures.

The manuscripts, which must be typed triplicate, should be addressed as follows: Duplication, New York State Pharmaceutical Association, 117-119 East 69th Street, New York 21, N. Y. To be considered by the judges, they must be received by September 30th, 1953. Upon receipt they become the Association's property.

The names of the judges are Dr. Hugo H. Saefer, Dean of the Brooklyn College of Pharmacy; Frank A. Emma, former member of the New York State Legislature and practicing retail pharmacist; and Dr. Ler L. Coleman, a noted medical specialist.

Film Shown

July's most recent movie, "In These Days," was shown to members of the Lenoir Rotary Club recently by Dave Cowan of Chapel Hill. The program was arranged by Pharmacist Joe Vinson.

N. C. Native Elected Schering V-P

At a recent meeting of the Board of Directors of Schering Corporation, Dr. Edward Henderson, a native of Hendersonville, N. C., was elected a vice-president. Dr. Henderson has served as secretary of Schering since 1940.

Provides Bulletin Board

The Liberty Drug Company has installed a bulletin board for the convenience of the public. Herbert Lovett, owner of the store, says the board is so located that the public can read the notices either from the inside or from the outside of his pharmacy.

Store Featured by Publication

The Lenoir Drug Store, Lenoir, was featured in the May issue of *Business News*, monthly publication of the Lenoir Chamber of Commerce.

A picture of the store appeared on the cover page, with a detailed account of the firm on the inside pages. Over a half million prescriptions have been filled in the 18 years of existence of the Lenoir Drug Store.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

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\$5.00 per 100

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\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

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P. O. Box 247

WEST DURHAM, NORTH CAROLINA

WHAT THE CLUBS ARE DOING

Colina Heads Mecklenburg Pharmaceutical Society

The State's newest local drug organization—The Mecklenburg Pharmaceutical Society—was recently organized in Charlotte, with membership restricted to pharmacists of Mecklenburg County.

Gilbert Colina was elected temporary president of the Society. Serving with him will be Edward B. Eadie, vice president; Clifton S. Brinkley, secretary; and C. B. Gaddy, treasurer.

James S. Thomas was selected to head the membership committee. Publicity for the Society will be handled by Stanley S. Slesinger. Mrs. E. L. Hicks will be in charge of the programs.

Monthly business sessions will be held interspersed with an occasional social function.

Charter members of the Society are: Mrs. E. L. Hicks, Harry R. Stowe, Horace M. Metts, Stanley S. Slesinger, Clyde Lisk, Thomas E. Cobb, Myrtle Kraus and Nell Evans.

John I. Grandy, Gilbert Colina, C. R. Rhodes, A. E. Galloway, Joseph W. Neil, G. B. Cheek, Clifton S. Brinkley, T. E. Whitehead, John Civil, Edward B. Eadie, James S. Thomas, B. M. Salley, Steve A. Pappas and G. B. Dimmick, Jr.

Approximately 80 potential members are employed in the county.

Fleet Director Addresses Wilmington Club

Mr. John B. Abbott, superintendant of the Wilmington Reserve Fleet, was guest speaker at the June 12 meeting of The Wilmington Drug Club. The purposes and operation of the Fleet, which normally is made up of about 400 Liberty or Victory ships, was outlined by the speaker.

The meeting, held at the Neptune Restaurant on Wrightsville Beach, was attended by members from throughout Southeastern North Carolina.

The Club is planning a social get-together

with the physicians of the area this fall. Mike Hall is president of the Club.

Pharmacists Meet in Goldsboro

Members of The Wayne County Drug Club met in Goldsboro on May 20th, with President Herbert Taylor, presiding.

Two films, produced by the National Wholesale Druggists Association in cooperation with the NARD, were shown by Frank Peacock of the W. H. King Drug Company. Store arrangement, display and merchandising were emphasized in the films.

WNC Drug Club

Guest speaker at the May meeting of Western North Carolina Drug Club was C. McAllister of Chapel Hill.

A panel composed of Moss Salley, Albert Chandley, Beaman Pinner, R. C. S. and James Harrison acted as a "discussion committee," with McAllister answering questions on behalf of the State Board of Pharmacy.

Frank Dayvault, a member of the Board, spoke briefly to the members. Another special guest was Dr. John C. Young of Asheville, one of Buncombe County's representatives in the recent Assembly.

Northeastern N. C. Drug Club

The day meeting of the Northeastern N. C. Drug Club was held in Elizabeth with Alexander Gretes of Parke, Davis & Company as the speaker.

The subject of Mr. Gretes address was "Epilepsy." He gave the history, treatment, causes, various types, symptoms of attack and modern treatment.

The program was arranged by John Stevenson.

Pickard Reelected

John Pickard of Sawyer & Moore, Durham, was reelected president of The Durham-Orange Drug Club at a meeting of the organization held in the Institute of Pharmacy, Chapel Hill, on June 3.

C. B. Tyson was selected as vice-pres-

while F. C. Hammerness of Chapel Hill will serve as secretary-treasurer.

NCPA Secretary W. J. Smith discussed legislation of particular interest passed by the recent Assembly. A bingo party and social hour in the B. Frank Page Room closed the meeting.

About 40 members and guests attended.

Picnic at Goldsboro

Members of The Wayne County Drug Club, their wives and children attended a picnic at the golf course near Goldsboro on Wednesday evening, June 10. Games appropriate to the occasion were enjoyed by those present. John E. F. Hicks was in charge of the get-together.

Borden Spends \$0.8 Million in N. C.

A total of \$800,500 was spent by The Borden Company in the State of North Carolina during 1952 for milk and other

farm products, payrolls and taxes, according to an expenditure breakdown reported by the Company's Prescription Products Division. This is an increase of \$10,932 over 1951.

Altogether, the Company spent \$508,172,763 in the United States last year. This embraces activities in 47 of the 48 states, plus the District of Columbia, according to the Division which manufactures and distributes a well-known line of infant feeding formula products. The Company has 337 stockholders and 225 employees in North Carolina.

The Prescription Products Division's major manufacturing plants are located in Elgin, Illinois and Boscobel, Wisconsin. The Elgin plant manufactures and packs Bremil, Biolac and Mull-Soy, while the Wisconsin plants manufacture Dryco and Beta Lactose. The Division also handles Klim powdered whole milk which is manufactured at several Borden locations.

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Chattanooga, Tennessee

HOWELL HALL HAPPENINGS

Most of the pharmacy school faculty and graduating students attended the annual convention of the North Carolina Pharmaceutical Association at Pinehurst. These contacts with the pharmacists are thoroughly appreciated. The friendly feeling toward the school is most helpful. Dean Brecht was happy to receive three new undergraduate scholarships worth \$225 each to needy students to help them remain in school next year.

The following awards, medals, and honors were announced by Dean Brecht at the Annual Awards Night on May 12:

The Lehn & Fink Gold Medal for the highest scholastic average during the four years of study, to Patsy Ruth Upchurch, Morrisville.

To Buxton Williams Hunter Medal for scholarship and campus citizenship, to Waller Stephen Perrow, Bedford, Va.

The Merck Awards (Merck Index and Merck Manual) for outstanding scholarship to Charles Donald Blanton, Jr., Kings Mountain, and Junious Franklin Ferguson, Durham.

The Bristol Award (Gould's Unabridged Medical Dictionary) for meritorious scholarship, to Kenneth L. Wiggins, Goldsboro.

The School of Pharmacy Student Body Award for highest qualities of character, deportment, scholarship, participation in extracurricular activities, and promise of future distinction, to Waller Stephen Perrow, Bedford, Va.

The Kappa Epsilon Award to the woman student who has demonstrated qualities of leadership, character, service, and scholarship, to Martha Ann Smith, Warsaw.

The Pharmacy Senate Award for loyalty and service to the School of Pharmacy, to Edward Marvin Smith, Matthews.

Key to the President of the Pharmacy Student Body, to Rowe B. Campbell, Jr., Taylorsville.

North Carolina Pharmaceutical Association Award for the best student program, to Phi Delta Chi.

Students initiated into Rho Chi, the national honorary society, during the year

were Rowe B. Campbell, Jr., Taylorsville; Elbert Neal Herring, Clinton; Don R. Hedrick Kepley, Denton; James T. Moon, Wilmington; William Paul Powell, Horshoe; Robert Payne Wolfe, Monroe; and John Dee Wood, Wilmington.

The pharmacy students and faculty were very proud that a pharmacy student, Waller Stephen Perrow was selected for outstanding qualities of character, leadership, and scholarship to become the first "Mr. Alumnus" of the whole university student body.

John Andrako became the sixth person to receive the degree Doctor of Philosophy from the pharmacy department. He will become an associate professor on the faculty in September. He was initiated into the Sigma Xi, national research society.

The results of elections for the school year 1953-1954 were as follows:

Pharmacy Student Body

President: David Astor Dowdy, Hargett Point.

Vice-President: James Clack Robins, Littleton.

Secretary-Treasurer: Don Rea H. Kepner, Denton.

Men's Honor Council Representative: Eugene W. Hackney, Sanford.

Student Branches

President: Herman S. Barbrey, Mount Olive.

Vice-President: Donald J. Raper, Lucasville.

Secretary: Eleanor Grey Bullock, Fayetteville.

Treasurer: Edward L. Bradshaw, Kings Mountain.

Executive Committee Member: Thomas Curtis, Waynesville.

Pharmacy Senate

President: Alfred Mebane, Lexington, Ky.

Secretary: Edith W. Trosper, Greensboro.

Recorder: Lionel Perkins, South Boston, Va.

Reporter: Arthur P. Schlagel, Clyde.

Parliamentarian: Herman S. Barbrey, Mount Olive.

A handsome portrait of Mr. C. T. Collier

HOWELL HALL

as presented by friends to the School of pharmacy at an appropriate dinner in the Forehead Planetarium on May 7. The portrait was officially accepted by President Gordon Gray and delivered into the custody of Dean E. A. Brecht. The North Carolina Pharmaceutical Association was represented by President and Mrs. B. R. Ward. The portrait was painted by Edmund Strudwick Hillsboro.

Fred Johnson, field manager for Parke Davis and Company at the Atlanta Office, gave an address sponsored by the Pharmacy Institute to the student body on the subject "You Can't Walk Backward into the Future." Proved methods for good selling were emphasized.

The Pharmacy Week-End on May 15 and 16 was a perfect success. The weather was perfect for the picnic at Hogan's Lake on Friday afternoon. The formal dance on Saturday night was well attended and a large number of recent graduates returned for the occasion.

The Fifth Annual Justice Drug Company Banquet was held at the Carolina Inn on May 19. The forty-eight graduating students and their wives were the guests of honor. Mr. Edmund Harding of Washington, N. C. was the guest speaker. Mr. P. H. Hayes, President of the Justice Drug Company, brought greetings to the class and presented each student with a Physician's Reference and several table favors. A invocation was given by Charles H. Hinton, and Billy Roger Murray, president of the fourth year class, expressed the class' appreciation. The dinner consisted of broiled choice sirloin steak with all of the trimmings. The guest list included the faculty and staff of the school, graduate students, officials of the N. C. Pharmaceutical Association, members of the N. C. Association of Pharmacy, and officers and families of the Justice Drug Company.

The Pharmacy Wives' Tea honoring the graduating students was held at the home of Mrs. I. W. Rose on May 17.

The Hartungs and Brechts entertained the graduating students and faculty and staff at a tea given at the Hartungs on Sunday, May 31.

The fourth-year class won headlines in the *Daily Tarheel* by being first to subscribe 100% for the *Alumni Review*.

Dr. Doris Bullard Hawkins, Ph.D. '51 was recently elected vice-president of the national Kappa Epsilon.

Professor Walter H. Hartung was elected vice-president of the local chapter of the Sigma Xi.

C. R. Farrell, stockroom manager, was honored in the Durham Bowling Club by winning trophies for high game during the season and for second-place team.

HEDGPETH EXPANDS

(Continued from Page 257)

Pharmacists are employed who only are allowed to fill prescriptions. The Prescription Department is about four feet below the regular floor level and occupies a space sixteen by forty feet. Comfortable chairs are provided for customers waiting for prescriptions.

The store now has a floor space of over 3200 square feet. Fluorescent lighting throughout with all parts air conditioned.

Three Pharmacists, General store man, two Cosmetic ladies, 3 Soda girls, Secretary and Bookkeeper, four part-time employees and two delivery boys are employed.

The store offers city wide delivery service.

Drugs Destroyed

Three truckloads of fire-damaged drugs removed from Kennedy's Drug Store, Gastonia, were crushed and buried recently at the city's dumping grounds. Fire destroyed the store several months ago, but prescription service was quickly reestablished in an adjoining building.

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.



GRADUATING CLASS, SCHOOL OF PHARMACY, UNC, JUNE 8, 1953

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Graduates Bid Farewell to Chapel Hill

Like so many groups before them, the class of 1953 assembled on the steps of Howell Hall to record for posterity the successful completion of four years of labor within the walls of the Pharmacy Building. They were proudly wearing their mortarboards as the 45 members of the Class, a bit self-conscious perhaps, but still smiling into the future as we would have them do.

According to Dean Brecht, all members of the Class have accepted positions throughout the State. A goodly number are committed to Uncle Sam, having been deferred from service with the armed forces pending completion of their formal training at Chapel Hill.

Following presentation of diplomas and plastered up with the congratulations and best wishes of their relatives and friends the Class returned to its books in preparation for the State Board of Pharmacy exams. At the time this is read part of the Class will not only be graduates but full fledged pharmacists as well.

First row—Charles C. Campbell, Maiden; John W. Wagner, Cramerton; David T. Cox, Harmony; Barbara L. Dillard, Wilkesboro; Thalia A. Pappas, Charlotte; Martha Ann Smith, Warsaw; Patsy Ruth Upchurch, Morrisville; Jacquelyn L. O'Neal, Louisburg; Clyde J. Duvall, Murphy; and James H. Moore, Wilmington.

Second row—John Coit Wright, Polkton; Ellis B. Shaw, Roanoke Rapids; Charles H. Blanton, Jr., Kings Mountain; Robert C. Smith, Pilot Mountain; Lewis M. Ferguson, Gastonia; Joseph F. Bland, Thomasville; Lelon C. Dollar, Apex; Benjamin K. Abley, Lake City, Fla.; Ralph W. Smith, J. Kinston; and Edward M. Smith Matthews.

Third row—Waller Stephen Perrow, Bedford, Va.; Thomas F. Kostie, Chapel Hill; Ewe B. Campbell, Jr., Taylorsville; M. Thomas Wagner, Jr., Durham; Roy C. Shepherd, Jr., Lexington; Delton G. King, Fayetteville; Calvin M. Floyd, Jr., Roanoke Rapids; Thomas R. Burgiss, Sparta; and Ared F. Cole, Jr., Raeford.

Fourth row—George Wesley Harris, Durham; N. Jones Simpson, Glen Alpine; Wil-

liam R. Johnson, Asheville; Clarence G. Fisher, Clinton; Jerry T. Gaylord, Winterville; Billy R. Murray, Chapel Hill; and J. Franklin Ferguson, Jr., Durham.

Fifth row—William James Miller, Hickory; Harry W. Timberlake, Milwaukee; Robert L. Lewis, Robbins; Thomas R. Bostian, Landis; William P. Wells, Burgaw; William Louis Scarboro, Knightdale; and Kenneth L. Wiggins, Goldsboro.

Not present in the picture—Robert Earl Byrd, Seaboard; and Fay Hampton Langdon, Four Oaks.

Classes Reassemble

The pharmacy classes of 1928 and 1943 returned to the University campus on June 7th.

The Class of '28 met at the Carolina Inn for luncheon and later visited Howell Hall. Dorsey Welch of Washington was in charge of arrangements.

A family-style picnic at Howell Hall brought together the Class of 1943, with Marsha Hood Brewer of Pink Hill and Al Jowdy of Chapel Hill greeting their former class-mates.

We will have a picture-story of these two events in the July JOURNAL.

Fountain Repairman

If you need the services of an experienced fountain and carbonator repairman, call E. B. Valentine, P. O. Box 1452, Raleigh (Tel. 45166). Mr. Valentine's father, now deceased, was known throughout the state as an expert when it came to a fountain or carbonator that needed "fixin'." His son comes highly recommended.

Man of the Year

Pharmacist John C. Mills of Cliffside has been named "Man of the Year." The honor was conferred on him at a recent Ladies Night banquet of the Lions Club.

Lydia's Pills

What would you sell on call for "Liven punction coumpton pills?" Ralph Teague of the Ring-Harris Pharmacy, High Point, says the customer wanted a bottle of Lydia E. Pinkham's Compound Tablets.

DOINGS OF THE AUXILIARIES

Greensboro Drug Club Auxiliary

MRS. R. F. WHITELEY, *Reporter*

The Greensboro Drug Club Auxiliary met for luncheon and business meeting at the Mayfair Cafeteria, Tuesday, May 19. Officers were installed, and plans were made for the annual picnic to be held with the Greensboro Drug Club, May 22. The change of date for the luncheon was due to the fact that many of the members would be attending the annual convention of the N. C. P. A. and the Woman's Auxiliary.

Mrs. William P. Brewer was installed as the new president. To work with her are the following: Mrs. A. A. Gwynn, vice president; Mrs. R. F. Whiteley, secretary; Mrs. W. E. Davis, treasurer; Mrs. O. W. McFalls, historian; Mrs. Garland Coble, chaplain.

Hostesses for the luncheon were Mrs. L. H. Fogleman and Mrs. Dave Claytor, who had used white and pink roses, and snapdragons for table decorations. The door prize was won by Mrs. E. R. Kinard.

Wilmington Auxiliary

The Woman's Auxiliary of the Wilmington Drug Club met Wednesday evening, May 20th, at the home of Mrs. B. C. Brown, with Mrs. Nathan Herring serving as co-hostess.

A brief business session was conducted by Mrs. W. R. Adams, president. Yearly reports were presented by officers and committee chairmen, and the president read the report of the year's work to be presented at the annual business session of the Woman's Auxiliary of the NCPA.

The following officers were installed to serve for the ensuing year by Mrs. J. H. Clendenin, past-president: Mrs. W. L. Hickmon, president; Mrs. G. L. Carroll, vice-president; Mrs. J. M. Hall, Jr., recording secretary; Mrs. B. C. Brown, corresponding secretary; Mrs. D. B. Seitter, treasurer.

Tables were set up for bridge and canasta. High and low score prizes for bridge were awarded to Mrs. T. E. Overby and Mrs. A. B. Cheatham. High and low prizes for canasta were won by Mrs. Harold Fountain and Mrs. Leroy Lanier.

Delicious refreshments were served by the hostesses.

Raleigh Auxiliary

MRS. H. G. PRICE, *Reporter*

Mrs. L. H. Crumpler was elected president of the Raleigh Woman's Drug Club at a meeting on April 6th at the home of Mrs. H. M. Stilly.

Other officers elected were: Mrs. W. I. Elmore, vice-president; Mrs. Grady Brit, secretary; Mrs. Tom Sanders, treasurer; and Mrs. Banks Kerr, reporter.

Mrs. Moffitt Moore, out-going president presided over a short business meeting. Reports were given by the chairmen of the standing committees.

Mrs. Raymond Murry, member of the Raleigh Garden Club, was guest speaker. She made a short talk on the steps of a ranging flowers for the home, and illustrated with designs. Following the speech, a flower contest was held with Mrs. O. Duke winning the prize.

Mrs. Theo Woodcock was welcomed as a new member.

Hostesses at the meeting were Mesdames R. E. Woodcock, W. R. Ehrhardt, H. Ferrell, G. S. Milican, B. R. Harward, Tom Sanders, B. W. Batchelor, A. M. Brown, W. E. Davis and Miss Carolyn Twiggs.

Refreshments were served by the hostesses.

Auxiliary WNC Drug Club

Mrs. C. E. Bolinger was installed as president of The Woman's Auxiliary of the Western N. C. Drug Club at a meeting at Asheville on June 5.

Mrs. Bolinger will have associated with her during the coming year the following officers: vice-president, Mrs. Tom Benne; secretary, Mrs. Harry Dover; treasurer, Mrs. C. A. Beaman.

Mrs. Beaman Pinner will report activities of the organization. The corresponding secretary is Mrs. James Harrison, the retiring president.

A new post was created when Mrs. Brown was designated "historian" of the Auxiliary.

Charlotte Auxiliary

MRS FLOYD JOHNSON, *Reporter*

The final meeting for the year of the Charlotte Women's Druggist Auxiliary was held May 12th at the Y.W.C.A. where luncheon was served in their private dining room. Mrs. Phillip Van Every, a very popular and faithful member of our Auxiliary and wife of the new Mayor of Charlotte, gave the invocation. Since she could only stay with us a short while, she took a few extra minutes to thank every member for their loyalty to her and her husband and any help they may have given in electing the Mayor. As usual, "Pinkie" charmed everyone with her sweet manner and sincerity.

Mrs. Robert White presided at the meeting and introduced Miss Monica Justice, a Senior at Central High School, who was a special guest of the club. Special recognition was given our past Presidents. Four of them, Mrs. Joe Monroe, Mrs. Lester C. Smith, Mrs. Foster Thomas and Mrs. H. L. Bzell were present.

Mrs. Robert Biberstein, a Member of the Auxiliary and owner of the Biberstein Orchid shop, arranged the decorations of lovely clutch iris and greenery. The speakers table was centered with a beautiful arrangement of green shrubbery and lavender corsages. In addition to the door prizes, prize numbers were called and the winners drew an orchid each from the centerpiece. Mrs. Biberstein had also made lovely corsages for the new officers.

At the business meeting Mrs. P. W. Kelall, secretary, read the minutes and Mr. Victor Riggsbee gave the treasury report. Mrs. T. E. Whitehead could not be with us Tuesday and Mrs. Grady Blackmon gave her hospitality report.

Disposition of funds was next discussed and due to a very successful year financially the Auxiliary was able to be most generous to our old charities and to add new ones. We felt that was a definite note of progress on which we were very proud.

The job of installing our new officers was handled most graciously and competently by Mrs. Leslie (Lurline) Barnhardt. She presented each officer with a corsage as she

charged her with her new duties. Each color in the corsage had some particular meaning for the office involved. The new officers are Mrs. Clyde Lisk, Jr. President; Mrs. P. W. Kendall, Vice President; Mrs. Floyd Johnson Secretary, Mrs. Ben Hawfield, Corresponding Secretary and Mrs. Victor Riggsbee, Treasurer.

Mrs. Lisk (Lucy) is the mother of three young children and a member, with her family, of the Myers Park Methodist Church. She is active in church and other club work and has been one of the leaders in our Auxiliary work. Mr. Lisk is owner of Lisk Drug Store No. 2 on Selwyn Avenue in Charlotte. We are all looking forward to a wonderful year with our new President.

A silver service tray was presented our retiring President, Mrs. Robert Lee White. She thanked every member for their co-operation in the past year and said it has been a pleasure and privilege to work with them. Every member of the club felt the same way about our work with Mary.

It was voted to place the Y.W.C.A. as a tentative meeting place for the coming year subject to further study as to new arrangements or developments. There were thirty five members present for the Meeting.

News Items

Mrs. W. R. Dixon Sr. recently spent several days in Atlanta, visiting her mother Mrs. G. H. Schmidt. The Dixon family has quite a bit of travel in store for them this summer. Mrs. W. R. Dixon Jr. and her children are leaving this month for France where they will visit Mrs. Dixon's family for three months. Mr. Dixon Jr. will join them later in the summer for a month's visit.

The Victor Riggsbee family has been in the limelight quite a lot lately. First with young Victor's recognition in his Naval class at Bainbridge, then the Charlotte paper had quite a write-up about the lovely grounds in the new Riggsbee home, particularly a strawberry bed built along the new terraced idea. Then this week young Miss "Sissy" Riggsbee won first prize in a sewing contest in all the local high schools by a lovely outfit she had made. Sissy is a Junior at Myers Park High School.

B. R. PHIFER

Baseom Rommie Phifer, age 49, died April 14 at the Rowan Memorial Hospital, Salisbury, following a lingering illness.

A native of Marshville, Mr. Phifer graduated from the UNC School of Pharmacy in 1926. Prior to moving to Spencer in 1943, where he managed the Rowan Drug Company, he was associated with drug firms in Monroe and Statesville.

In addition to Mrs. Phifer, survivors include one son, B. R. Phifer, Jr.; two daughters and a brother, E. C. Phifer of Charlotte.

HENRY C. NEWSOME

Henry Clay Newsome, age 57, died in Winston-Salem on April 27 after a serious illness of two weeks.

Mr. Newsome was born in Union County, was a graduate of the Philadelphia College of Pharmacy and served in World War I. For the past 22 years he had owned and operated the Carolina Drug Company in Winston-Salem.

Surviving are his wife; one daughter; two sons, Dr. Henry Newsome of Pilot Mountain and Ray Newsome of Winston-Salem.

ADOLPH GEORGE AHRENS

Adolph George Ahrens, age 71, died May 26 in Pinehurst while attending the 73rd annual convention of the NCPA. He had been in declining health for several years.

Mr. Ahrens attended the University of North Carolina. In 1925 he established the Service Drug Store of Wilmington, a business he continued to operate until 1944 at which time ownership was transferred to his son-in-law, Joe Clendenin.

I. A. SHADE

Isaac Albert Shade, age 77, Negro pharmacist, died in Wilson on April 24 after practicing pharmacy in that city for 36 years. He was a native of Morganton.

Births

Charles Aycock, son of Mr. and Mrs. C. C. (Ruth Aycock) Wooten of Raleigh, was

born May 5. The Wooten's have a daughter, Suzi, age two.

Stephen Morris Rose, son of Mr. and Mrs. Winfield Rose of Raleigh, was born May 5. Winfield, the son of Mrs. I. Rose of Chapel Hill and the late Professor Ira Rose, is associated with Johnson's Pharmacy of Raleigh.

Weddings

Mr. and Mrs. J. Louis Cobb have returned to High Point from Tionesta, Pa. where their son, J. L., Jr., was recently married. An employee of The Associated Press, J. L., Jr. is now stationed in Washington, D. C.

Senter Honored

"The Lion of the Year" award of the Carrboro Lions Club has been presented to Pharmacist Lloyd Senter. He is a charter member of the club and was its president in 1948 and 1949. Lloyd has a record of seven years of perfect attendance at the club's bi-weekly meetings.

To Our —
**GOOD FRIENDS
IN NORTH CAROLINA**

Your orders for
**Labels, Drug Boxes and
Physician's Prescription Blank
are greatly appreciated.**

McCourt Label Cabinet Co
58 BENNETT STREET
BRADFORD, PENNA.

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

Are You Equipped for Summer Sales?



It will be your picnic, too, these warm summer days when you can supply your customers all the essentials for fun and relaxation. Thermos jugs, insect repellent, cameras and film are only a few of the many items that will put a plus in your profits all summer long. Let your Bodeker salesman equip you now for your most profitable summer on record.



Wholesale Drugs
since 1846

The Bodeker Drug Co.

1408-1416 EAST MAIN STREET

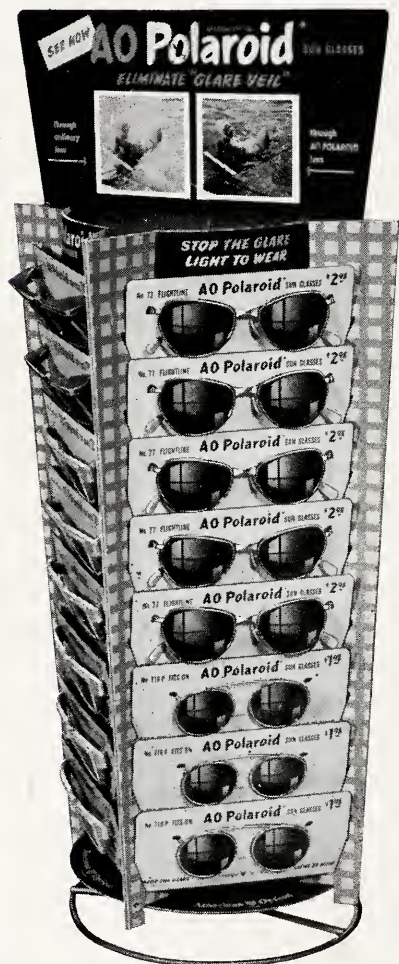
RICHMOND 13, VIRGINIA

"More than 100 years of friendly and dependable service"

"VACATION-TIME is SUN-GLASS TIME"

Be sure you have ample supply for the entire vacation period.

We can make immediate shipment of the following *assortments* and *open stock* numbers:



• AO Polaroid Sun Glasses Rotary Display Deal No. 6399 (as illustrated)

• AO Polaroid DeLuxe Sun Bar Assortment No. 250

• AO Polaroid See-Lector Assortment No. 856

• Willsonite Carnival Floor Stand Offer No. 6549

• Willsonite Rack Offer No. 2272

• Pioneer Scientific Sun Glass DeLuxe Display Asst. No. 4122

• Lowres Deal No. 53-1

—Order from King's man at once.
Don't miss Sun Glass Sales!

W. H. King Drug Company

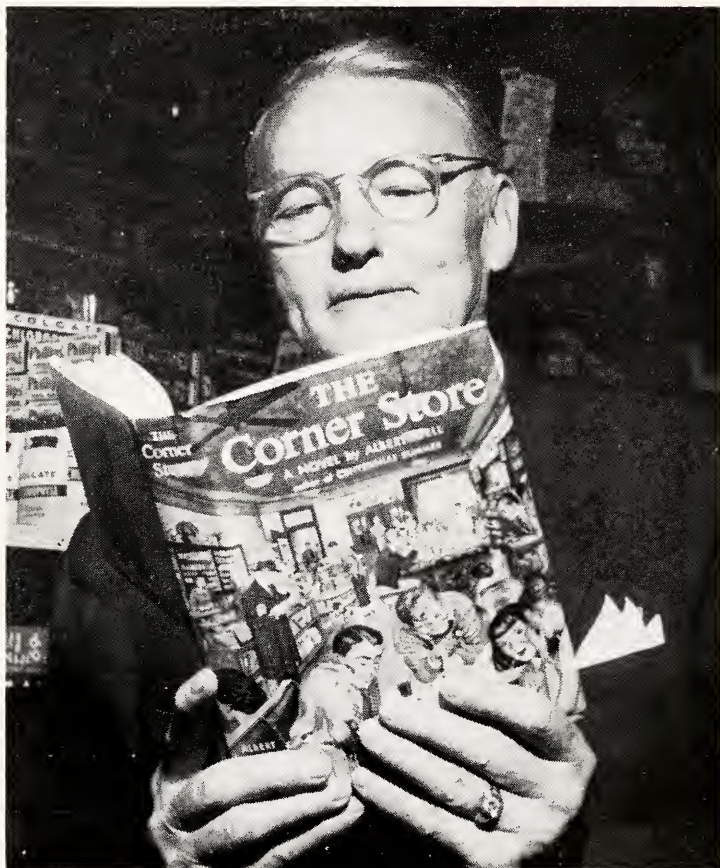
"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

JUL 16 1953



Pharmacist Clyde Lisk of Charlotte is shown reading a book dedicated to him by Albert Idell, the author. Story on page 324.

IN THIS ISSUE

- Convention Potpourri
- State Has 27 New Pharmacists
- Public Relations in Pharmacy

IV, 1953

IV Number 7

For Allergies That Are "Epidermis-Deep"

To achieve quick relief from allergic dermatitis, physicians frequently prescribe a combination of a local anesthetic and an antihistaminic. Lotion or Cream 'Histadyl' and 'Surfacaine,' applied to the affected parts three or four times a day, usually affords prompt and lasting comfort. Be ready for the seasonal demand. Order adequate stocks today!

Eli Lilly and Company
Indianapolis 6, Indiana, U. S. A.



The lotion for a weeping dermatitis

caused by poison ivy, eczema, insect bites, or heat rash . . . when, in addition to antihistaminic and anesthetic action, the drying effect of zinc oxide and calamine is desired.



The cream for a dry dermatitis

resulting from contact with drugs, chemicals, paints, plastic or clothing and from insect bites or severe sunburn. A fragrant pleasant-to-use vanishing cream.

Histadyl and Surfacaine

(THENYLPYRAMINE, LILLY)

(CYCLOMETHYCAINE, LILLY)

from now



until frost...

more comfort for more
hay fever patients

BENADRYL®

Throughout the summer and until the first frosts you will be filling many prescriptions for BENADRYL, to relieve patients of the symptoms of hay fever and other allergies. For BENADRYL will mean prompt and prolonged relief for patients suffering from allergic discomforts. The many useful forms of BENADRYL your physicians specify have proved almost uniformly effective in disorders responding to antihistaminic therapy.

Established and maintained by outstanding clinical performance, BENADRYL products keep moving from your shelves—to give more comfort to more allergic patients.

Benadryl Hydrochloride Kapsaels®: Each kapsael contains 50 mg. Benadryl hydrochloride (phenhydramine hydrochloride, Parke-Davis), supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Capsules: Each capsule contains 25 mg. Benadryl hydrochloride, supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Elixir: Each teaspoonful (4 cc.) contains 10 mg. Benadryl hydrochloride. Supplied in 1-ounce and 1-gallon bottles.

Benadryl Hydrochloride Steri-Vials®: Sterile solution for oral use containing 10 mg. Benadryl hydrochloride each cc. of solution. Supplied in 10-cc. Steri-Vials.

Benadryl Hydrochloride Emplets®: Each Emplet contains 50 mg. Benadryl hydrochloride. Supplied in bottles of 100 and 1000.

Benadryl Hydrochloride Cream: Contains 2% Benadryl hydrochloride in a water-miscible base. Supplied in 1-ounce and 2-ounce collapsible tubes.

Kapsaels Benadryl Hydrochloride with Ephedrine Sulfate: Each Kapsael contains 50 mg. Benadryl hydrochloride and 10 mg. ephedrine sulfate. Supplied in bottles of 100 and 1000.

Benadryl with Hyoscine Tablets: Each tablet contains 25 mg. Benadryl hydrochloride and 0.325 mg. hyoscine hydrobromide. For prevention and treatment of motion sickness. Supplied in bottles of 100 tablets.



Parke, Davis & Company
DETROIT 32, MICHIGAN

AN OLD SOUTHERN CUSTOM...



More Popular Than Ever!



FROM THE LOVERS of yesterday the lovers of today have inherited the Old Southern Custom of giving Nunnally's. And they are using Nunnally's Box Bountiful more and more as a symbol of affection. Why not give that lovely lady a thrill with a box of Nunnally's today?



GIVE
Nunnally's
THE CANDY OF THE SOUTH

*It Pays to
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Thank You For your many compliments on our "New Prescription Products" bulletin

PEOPLES DRUG STORE
J. H. SULLENDER
126 KING STREET STRASBURG, VA.

June 10, 1953

Owens & Minor Drug Co., Inc.
1000-8 East Cary Street
Richmond, Virginia

Gentlemen:

We wish to thank you for your new prescription service. We believe it will be a great help now that we have a file cabinet in which to file the items as they come out from time to time.

We have been using it a week, and already had occasion to refer to it on two different occasions, both of which times we were able to supply information to the doctors, which we could not otherwise with the catalogs we had. You can rest assured we will keep our file up to date as you send the material.

Thanking you again, I am

JHS/mer

Sincerely yours,
J. H. Sullender

*If you have not received your box for filing
these bulletins please get in touch with us.*

For the Best in Prescription Service Buy from

OWENS & MINOR DRUG COMPANY, INC.
1000-1008 E. CARY STREET RICHMOND, VIRGINIA

"Good Drug Wholesalers since 1882"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
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W. J. SMITH, MANAGING EDITOR

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JULY, 1953

No. 7

Action on Deferments Urged

A general tightening-up on deferment of pharmacy students and pharmacist-apprentices by draft boards throughout the state has focused attention on the need for relief from National Headquarters of Selective Service. As one pharmacist put it, "We are about to lose our seed corn."

It is disheartening to learn that plumb-apprentices are deferable, while pharmacist-apprentices are not. Many graduates of our schools of pharmacy are being rushed into service without an opportunity to complete the 1-year of practical experience as required for licensure.

And, on the basis of a current regulation pertaining to deferment of pharmacy students, 40 out of 54 entering students will be in uniform by or before the senior year. As a means of initiating action at the national level, this letter has been forwarded to Secretary Fischelis of the American Pharmaceutical Association and to Congressman Carl T. Durham:

Dr. Dr. Fischelis:

Recently Mr. H. C. McAllister, Colonel Spard, and I had an interview with two in the office of the State Director of Selective Service concerning three problems regarding the draft status of pharmacy students. They were very firm in their answers, and no advantage was gained from the interview. We were successful in gaining definite information, and this letter is written for the purpose of attempting to obtain a better position at the national level.

In all three problems there are two basic factors which do not seem to be appreciated: (1) There is an acute shortage of pharmaceutical personnel in the total civilian practice, and (2) the military services usually do not utilize the professional skill and knowledge of pharmacists when they are drafted, a pharmacist cannot usually volunteer his professional service, and the Army and Navy prefer to use technicians with inadequate training.

Problem One. Deferment of Pharmacy Students. When the School of Pharmacy admits 54 pharmacy freshmen the bottom half of the class can be drafted at the end of the first year, the bottom third at the end of the second year, and the bottom fourth at the end of the third year. This would leave 14 male students in the fourth year class. If, however, 54 male students are admitted to the School of Pharmacy as transfers after one year of academic preparation they are deferable for three years regardless of class standing. This means that, as far as induction is concerned, the 54 students would be deferred through the fourth year of the pharmacy curriculum.

This tremendous difference is most unfair, particularly in view of the fact that exactly the same subjects will be completed regardless of the way in which the student was admitted. This decision by the draft board was based on the interpretation of one sentence which states in effect "upper 50% of the last academic class prior to admission"

(Continued on Page 309)

Commends TMA'S

Mrs. Graham Culbreth of Southern Pines, president of The Woman's Auxiliary of the NCPA, has written to the Secretary-Treasurer of the Traveling Men's Auxiliary, Mr. J. Floyd Goodrich, as follows:

"Since I was unable to see each member of the TMA personally during Convention Time, I wish you would extend to them for me my utmost gratitude for the many things they and their firms do to make our annual meetings the success it is year after year. Without their support our Convention in all its phases would be poor indeed.

"I have felt in the years past that 'the man on the road' is a good friend to those of us who make our living in the pharmacy profession, and when all their contributions to us at Convention are counted, a warm spot in my heart gets bigger and bigger.

"I want to thank you too for your fine cooperation at all times and to assure you that it is a pleasure to work with you in our mutual undertakings."

Kerr Elected

Banks Kerr, The Village Pharmacy, Raleigh, was recently elected vice-president of the Cameron Village Trade Association.

Aids Pharmacist

An orchid to Olin H. Welsh of Clinton. While on vacation (Hoffman La Roche), Olin put in two weeks at Clark's Drug Store, Warsaw, to enable the owner, G. F. Clark, to get away for a few days.

Involved in Road Fatality

A charge of manslaughter has been filed against J. F. Smith, proprietor of a drug store at Gibson, as a result of an automobile collision which cost the life of Mr. Smith's brother.

Celebrates with Sale

Reaves Walgreen Drug Store, Asheboro, celebrated the completion of its latest remodeling program with a special sale. In

announcing the sale to the public, Reave used a double-page spread in the local paper scented with the perfume of a well-known brand of toilet soap. The store is owned by H. C. Reaves.

Close Earlier

The three pharmacies of Elkin—Abernethy's, Royal Drug, and Elk Pharmacy—recently inaugurated a new closing schedule on week-days. The stores now close at 8 p.m. cutting off two hours per day from the previous schedule. The Sunday hours are 2 to 6 p.m. at Abernethy's and Royal Drug. The Elk Pharmacy does not open on Sunday.

Black Brothers Now Operate 5 Stores

The new Black's Walgreen Agency Drug Store, just opened in Kannapolis, is the fifth store launched by the owners, Bonner Black and his brother, Baxter F. Black. Two of the stores are in Kannapolis, one in Jackson Park, another at Midway, and the fifth in Hickory.

Bonner Black began his career in 1915 as a soda boy and clerk. He opened a store in Cleveland in 1927, selling out ten years later at which time the Midway store was established.

The Jackson Park store was opened in 1939; another store in Kannapolis at 17 West Avenue in 1942. The Hickory Store was purchased in June, 1948.

D. L. Parker will manage the latest store in addition to the Black chain. He has managed the West Avenue store since 1947.

FOR SALE

Complete set drug store fixtures, including wall cases, individual show cases. Available August 17. Call Barbour-Pittman Drug Company, Burlington, N. C.

State Has 27 New Pharmacists

As a result of the examinations held in Chapel Hill on June 16-18, the state has 27 new pharmacists. The results of the Board of Pharmacy examination were announced by Secretary H. C. McAllister recently.

Those licensed by the Board include Joseph Furman Bland, Thomasville; Charles Dald Blanton, Jr., Kings Mountain; Thomas Richard Bostian, Kannapolis; Robert Timothy Britt, Raleigh; Charles Clifford Campbell, Maiden; and Rowe Bogle Campbell, Jr., Taylorsville.

Alfred Franklin Cole, Lumberton; Hermon Hallet Daniels, Colerain; Lelon Cary Quar, Apex; John Irving Grandy, Charlotte; Joseph Earl Hatcher, Chinquapin; W. Seymour Holt, Apex; William Rowland Johnson, Asheville; David Edward Liles, Beaufort; and Roscoe Harris Liles, Wilmington, D. C.

Morris Edward Merritt, Wilmington; William James Miller, Hickory; Mary Frances Lyons, Winston-Salem; Waller Stephen Snow, Bedford, Va.; Claude Piantadosi, Noel Hill; Hubert Newton Rogers, Jr., Lumberton; Ralph Wright Smith, Jr., Kinston; Robert Garland Smith, Pilot Mountain; Roy Tate Sparks, Durham; George William Turner, Fairmont; Carolyn Ruth Wiggs, Raleigh; and Thomas William Ullrich, Fort Bragg.

Charles D. Blanton, Jr., son of Mr. and Mrs. C. D. Blanton of Kings Mountain, made the highest average of those taking the examination. He graduated recently at Chapel Hill and will assist his father at the Kings Mountain Drug Company until he goes into service in the armed forces.

Pharmacist-guests attending the Board's business session on June 17th were Oscar Mead of Durham and W. B. Gurley of Winston-Salem. Applications for new drug store licenses and change in firm names considered by the Board approved are as follows:

Kernersville Pharmacy, Kernersville. License to J. Pinnix, pharmacist in charge. Completed. Atlantic Pharmacy (col.), 301 N. Salisbury St., Winston-Salem. John D. Quick, pharmacist in charge. Stonestreet Drug Co., 2230 N. Pat-

erson Avenue, Winston-Salem. D. H. Stonestreet, pharmacist in charge.

(4) Thorne's Pharmacy, 1510 N. Main Street, Tarboro. W. D. Bryan, pharmacist in charge.

Bryan's Pharmacy, 520 Main Street, Tarboro, closed in June.

Davis & Melvin Drug Store, Roseboro. Name changed to "Davis Pharmacy."

Community Pharmacy, Enka. Name changed to "Enka Food and Drug."

Members of the board giving the examinations were: W. A. Gilliam, Winston-Salem, president; Roger A. McDuffie, Greensboro; Robert N. Watson, Sanford; Frank W. Dayvault, Lenoir; and H. C. McAllister, secretary-treasurer.

263rd Consecutive Dividend Declared by Directors of Parke, Davis & Co.

Directors of Parke, Davis & Company have declared the world-wide pharmaceutical firm's 263rd consecutive dividend.

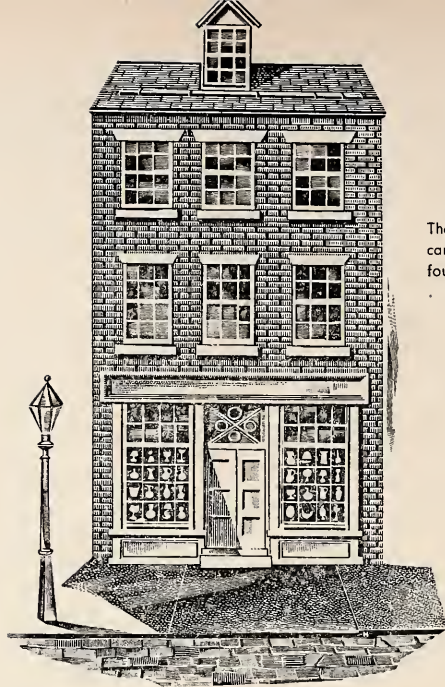
A payment of 35 cents a share will be made July 31, 1953, to stockholders of record July 3, 1953. Parke-Davis has more than 24,000 stockholders, none with as much as four percent of the 4,894,780 shares outstanding.

The 86-year-old firm, a leader in the ethical drug industry, first began paying dividends in 1878 and has made a profit every year since 1876. Only four other industrial companies listed on the New York Stock Exchange have longer records of consecutive dividend payments than Parke-Davis.

Store Enlarged

Joe Hern and P. J. Suttlemyre are in the midst of a remodeling job. The Peoples Drug Store of Valdese is being extended back 46 feet. New fixtures and a new fountain are being installed. When completed, the store will have a brand new front.

The store will be closed from two to three weeks while it gets its new face.



The Stabler-Leadbeater Apothecary Shop in Alexandria, Virginia; founded in 1792; now a museum.

Revolutionary Then... A Model for the Profession Now

PUROGENATED* TOXOID

Lederle

TRI-IMMUNOL** Diphtheria-Tetanus Toxoids Alum-Precipitated, and Pertussis Vaccine, Combined *Lederle* contains **PUROGENATED*** Alum-Precipitated Diphtheria and Tetanus Toxoids and Phase I Hemophilus Pertussis Vaccine. It is the preferred immunizing agent for protection against these infections.

MUMPS VACCINE *Lederle* is specific against all known strains of mumps. Developed by Lederle research, this vaccine is controlled by the rigid specifications of our testing laboratories. Wherever groups of sick children are endangered by contact with an infected person; to protect susceptible adolescents and adults; and to prevent epidemics among large groups of individuals, as in camps, schools, and orphanages, vaccination with **MUMPS VACCINE** *Lederle* will

provide strong immunological response.

The profession of pharmacy is noted for the healing arts professions for continuing management and alertness to progress. Pharmacies everywhere carry a full line of biological products—those described above and many others—including the Lederle viral and rickettsial serodiagnostic antigens.

Lederle research has produced the antibiotic aureomycin, in addition to the imposing number of vitamin products, biologicals, allergenics, hematinics and hormones; and pharmaceuticals for livestock.

TRI-IMMUNOL: 1.5 cc. vial (1 immunization); 5 cc. vial (5 immunizations)

MUMPS VACCINE: 2 cc. vial (1 immunization); 10 cc. vial (5 immunizations)

*REG. U. S. PAT. OFF. **TRADE-MARK

Baby Business Is Big Business

An address by Mr. James A. Crane, Manager, Mail Sales Division,
International Latex Corporation, May 25, 1953, Carolina Hotel
Pinehurst, North Carolina.

Mr. President, Honored Guests, Members of the North Carolina Pharmaceutical Association, and Friends of Drugdom in North Carolina:

After receiving your invitation to appear at your program I did what every invited speaker should do for a gathering of this kind. I spent many hours preparing a written, formal speech—here it is in my hand—but I would much prefer—and with your kind permission—will talk to you from my heart and my head about a subject very close to me. And because it can mean much to all of you in the way of increased profits I hope you'll find my message interesting and informative—if not entertaining. But before I go into my talk, I'd like to express my sincere appreciation for the honor and privilege in being selected to appear before you Druggists of the Wheel state. Your Committee has a very tight schedule and could not possibly include many speakers. Therefore, it is a distinction to be numbered among those so selected. I assure you also that my Company—Playtex—appreciates the honor of being represented. However, in my opinion in appearing before you this afternoon I am not merely representing my own Company—I feel that my responsibility and obligation transcends that of Company and extends to the entire industry of Baby Goods Manufacturers.

We have always had a high regard for the purpose of meetings such as this. Sociability and business each play their part but after all the primary purpose of our being together is to absorb new ideas so that when we return to our places of business we will be in a position to do a better job than we have done in the past. Ideas, you know, are worth money. As a matter of fact, Friends, I feel that they are worth much more than money. For example, let me show you what I mean: 'Mr. Smith, do you have a dollar?' All right, Mr. Smith

has a dollar and I have a dollar. Now I give my dollar to Mr. Smith and he in turn gives his dollar to me. We part—he still has a dollar and I have a dollar. He is no richer than he was before; neither am I. Neither of us has profited from the exchange. But, if on the other hand, Mr. Smith has a sound, solid, money-making idea and I, too, have a different idea, a successful idea which will mean profit to us both and I approach Mr. Smith and tell him *my* idea and he in turn tells me *his* idea, when we then part we are both *twice* as rich as we were before. Whereas originally each of us had but *one* idea—we now have *two* ideas. And that's the real purpose of our meeting, to exchange ideas so we can go back to our places of business and profit from our contacts with one another. All of us from time to time must be reminded to do the things that we intended to do—things we know we should do. I'd also like to say that because of my limited time and because of continued admonitions on the part of my wife I will not attempt to regale you with any funny stories. She says I am the biggest "ham" story teller in the world—and I guess she is right.

Now, during my talk this afternoon I intend to touch on four subjects and I'll hit them fast. They are: Traffic, Departmentalization, The Baby Goods Business and Establishing a Baby Department. I might mention, too, that in addressing you folks I am not talking to you as if you were simply professional pharmacists. It is true that each of you went to college, studied hard, and earned scholastic degrees. You're professional men in your communities but after all, only 20%—at the most 25%—of your total volume is in the Prescription Department. Therefore, in my book, that means that you are 75% or 80% businessmen; you're merchants; you're retailers, so please keep in mind that I'm talking

(Continued on Page 307)

ASK FOR

Lance



Peanut Butter

SANDWICHES

BONUS DEALS

Effective Until Further Notice

TINA-CIDE

35c Size—(List \$2.40)

1 Dozen—1/12 dozen BONUS from Wholesaler

3 Dozen—1/4 dozen BONUS from Wholesaler

* Plus—1/4 dozen BONUS, Direct

*Direct Bonus sent upon receipt of wholesale invoice

COMBINATION PACKAGE

EDWARDS FOOT POWDER & TINA-CIDE

1 Dozen—
1/6 dozen
BONUS from
Wholesaler

TINA-CIDE

69c Size—
(List \$4.80)

BABY BUSINESS

to you this afternoon as pharmacists businessmen. Now, let's get on to the subject.

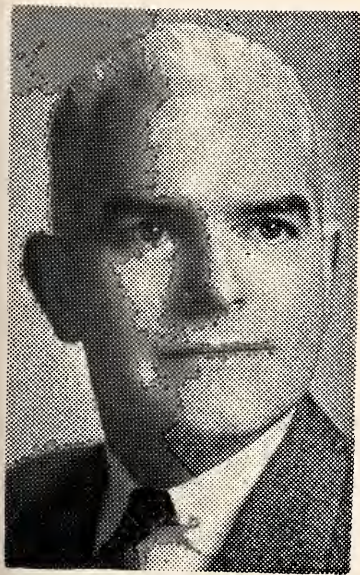
The most important single word in the English language to an American businessman is the word "Traffic." With traffic, you survive—without traffic, you fail. Your success hinges upon your ability to create and sustain traffic. Not what we call "hot-hot" traffic—any one of you can go back to your store and in a day or two build up your traffic with spectacular bargains or fantastic values—but good old common everyday traffic. Furthermore I'm not talking to you as if you were the Merchandise Manager at Marshall Field or the buyer for Rexall or Walgreen's with thousands of people passing your store daily—our situation is different. Most of you gentlemen—like myself—come from small communities. But I am asking that you try to create traffic so that you'll have more today than you had yesterday and more tomorrow than you had today—more than the druggist down the street or more than our friendly competitor in the next town. It is an established fact that sales follow traffic and you must direct every effort to pull into your store as many customers

as is possible.

Now traffic does *not* just happen. Traffic must be earned, it must be planned for. Experience in the past has proved that the best way to obtain traffic is through Departmentalization. Let's face it, Folks, Departmentalization is a big, long mighty important scounding word. It has seven syllables. It has 19 letters. It's a word that scares people and I have always thought that it was a shame that a simple little thing which means grouping related items together should be cursed by having such a long word. Perhaps some day the druggists of North Carolina or the N. A. R. D. will offer a prize to the individual who coins a new two or three syllable word which means the same thing as Departmentalization.

Many of you men can recall the valiant fight made in the 30's by the manufacturers of Tooth Brushes and other oral hygiene products. At that time I was associated with the Prophylactic Tooth Brush Company—a grand old company. In those days you would go into a store and find a Prophylactic Tooth Brush case here; a Dr. West Tooth Brush case over there; probably a Tek Tooth Brush case there; and then the Dental Floss would be in the Prescription Department and the oral Antiseptics on another shelf in some other part of the store. Then, giants in the industry like Jack Woodside of Weco, Walter Quinlan of Prophylactic, Hi Henry of Tek, Bander and Badanes of McKesson, George Gardner of the D. S. C. and many others said "Let's formulate a program so that our friends, the retail druggists, will get a bigger share of this profitable business." So they convinced you to put all your Oral Hygiene and Dental Hygiene products together. Today next to the Prescription Department no other part of your store is more highly departmentalized than your Oral Hygiene Department. And as a result of that program, you today are getting a goodly share of the total hygiene volume—51% of the national business—and I'm sure you would not be getting these oral hygiene dollars if you had not followed the suggestion of those far-sighted leaders. It

(Continued on Page 336)



JAMES A. CRANE

For sixty-eight years

- - - *since 1885*

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Forty-Five Years

Under the heading "Forty-Five Years a Druggist," the *Benson Review* of Benson recently ran a sketch about J. C. Warren and his assistant, H. B. Young. During his career, Mr. Warren has practiced in Creedmoor, Smithfield, Dunn, and Benson since 1931.

Visit Florida

Mr. and Mrs. Loamie Gilbert of Benson accompanied by their daughter and son-in-law, Mr. and Mrs. Paul Sumner of Raleigh, visited Florida in late June.

About this same time Pharmacist Brem Bonner of Granite Falls was visiting his sister, who lives in Sarasota. On the return trip, Brem stopped off in Atlanta for a few days.

CHLOROPHYLL in the Gumming on YOUR DRUG LABELS An Exclusive Feature with McCourt's

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

ACTION ON DEFERMENTS

(Continued from Page 301)

en." This interpretation violates the spirit of the law which placed pharmacy in the Healing Arts.

We are definitely considering a change in the well-established, traditional practice of admitting freshmen from high school. In other words, we may abandon the 0-4 curriculum in favor of the 1-3. While there are definite advantages in this change there are also some serious disadvantages. If we are forced to make the change it illustrates a form of government interference and dictation in education.

It is highly desirable that National Selective Service make an official interpretation that the first year in a school of pharmacy constitutes the academic year in which the student may qualify in the upper half of this class for the purpose of finishing his professional education.

It should be added that the School of Pharmacy can refill the class at the end of the first year by accepting qualified transfer students, but no further refilling is possible after the second year of the curriculum has been completed.

Problem Two. *Deferment of Pharmacy Graduates to Obtain Experience Required for Licensure.* Until this year the local draft boards have generally deferred pharmacy graduates until they could obtain the legally required twelve months of experience and have at least one opportunity to become licensed pharmacists before induction into military service. Each of us has written many letters pointing out the legal requirements of experience, the service rendered by graduate students in helping to alleviate the shortage of professionally trained people, the possibility of rendering better service in the Armed Forces as licensed pharmacists, and the hardship which would be caused by a military delay in completing the State Board examination.

This year National Selective Service has definitely defined its decision which has been passed to all local draft boards that pharmacy graduates are not deferable to gain the legally required twelve months of practical experience.

In this connection it should be pointed out that medical students are deferable for a twelve-month internship, and even plumber apprentices are deferable on a year to year basis. Our State Director of Selective Service has pointed out that a graduate may obtain part of his experience in the armed services, and, if not, the practical experience subsequent to military service would constitute a "refresher" course in retail pharmacy. However, these points are not completely valid.

A strong effort should be made to secure a decision at the national level that pharmacy graduates are deferable until one opportunity for passing the complete State Board examination has been available.

Problem Three. *The Deferment of Licensed Pharmacists.* Our group was satisfied that a fair position is now held by pharmacy in this connection whereas licensed pharmacists are deferable in Class 2-A.

This position is somewhat weak because it is frequently very difficult to show an urgent need for the individual pharmacist.

It would be very desirable if it were possible to require the military services to make professional use of drafted pharmacists. At the present time it is generally true that pharmacists are assigned into every branch of military service except those concerning health.

Doctor Fischelis, we would appreciate any action you can take on these problems. There is a definite urgency for prompt action in a state like North Carolina where the shortage of pharmacists is extremely acute. Please let us know if there is anything we can do to help.

With best wishes.

Sincerely yours,

s/s E. A. Brecht, Dean
School of Pharmacy, U.N.C.

s/s H. C. McAllister, Secretary
N. C. Board of Pharmacy

s/s W. J. Smith, Secretary
N. C. Pharmaceutical Association

★ *For Better Service* ★

Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

Convention Potpourri

JAMES W. HARRISON, Asheville

Impressions gleaned at the recent Convention and set down in haphazard fashion as they are remembered without notes a few days later.

Young Tommie Culbreth's colonial day courtesy as he paired with demure Alice Gamble at the TMA party and his reverent attention to present day escort methods in lingering over a soda in the Pet Shop as Alice finished hers first and left him, seeking brighter lights Dr. Voss's exposition of the Greek-Roman-Galilean creed of *know thyself, control thyself, give thyself* Herbert Lovett's stage presence and facile expressions as he made response to Dr. Monroe's welcome; who said druggists couldn't talk? . . . The almost unbearable heat of the Card Room as the lovely ladies endeavored to keep the wrinkles from their pretty new frocks . . . The quick sale of the "Mystery Boxes" and Bob Brownie's mail-like pace to reach one before they were sold out; a repeat next year should double the quantity.

The homage and devotion in the ringing speech of Wills Hancock, III, as he paid tribute to his grandfather during the presentation of the Hancock portrait and the apt attention of Roger McDuffie as he sat enthralled by the fitting praise heaped on his onetime preceptor and colleague . . . The emphatic weaving and bobbing of Manzoni's head as he stated a premise and made a point and his genuine earnestness

in the off-the-record conversations carried on in the corridors . . . The thunders of silence in the absence of F. F. Potter's ebullient ebullience; orders from his Company accomplished what the harshness of the elements and gasoline rationing failed to do in a! these many years . . . How the Charlotte Drug Travelers greeted Lucy Bennett for what seemed two weeks before her noticing Tom . . . The look of healthy happiness registered on Ann Brewer's face as she smiled pleasant greetings; looking for her sister, expecting her sister to be beside her and finding her not . . . The clear enunciation of Latham West's speaking voice and its range carried the wording of the

resolutions to all corners of the room.

The firmness of Bernard Ward's handshake after forty minutes of greeting and the handclasp of his better half with a touch as light as the sweep of a cloud . . . The difference in the thinking of those who sharpen axes to sever a fancied blight and those who build with hope, one having zeal without knowledge, the other riding a milk-white horse with bridle to guide it . . . The mawkish laugh from a first floor room like the sound of water gushing full force from faucet to metal pot . . . The basso voice of Norman Cordon, Stentor on a hill-top awakening a bivouac . . . The impetuous young ones feeling they had a sword but no hilt to wield it by.

The voluptuous maid in the full blown skirt moving about the dance floor like a torrent of earth let free by a landslide . . . The enormous breakfast stowed away by the delegate past the age of caring about a middle age flare . . . The repetitious jabberwocky of the Pulaski adventures, like an Edgar Wallace script, plotless, until the climactic denouement when sheepish face-falling gripped the audience . . . The greeting between two kindred souls finding expression in lips parted like poppy petals as soft lovely body was caressed in the embrace of strong masculine arms while the delicate fragrance of *L'Aimant* and satin found its affinity in the aroma of Carolina tobacco and tweed—"God's own mad lover dying on a kiss." . . . J. V. Farrington, soaring to heights of oratory in his plea for ethics and integrity in the practice of pharmacy.

The deep terminal tones in the voice of Lewis Rush as he made a plea for action in advertising themed along the idea of "A year from now, what will you wish you had done today?" . . . Listening to Wilbur Adams's denial he had brought his guitar only to view it on top of the luggage lift

(Continued on Page 313)

NEW! A SOLID HIT
with **44.5% PROFIT** for you



Seaforth!

**SOLID
DEODORANT
STICK
FOR MEN**

New **"TOUCH—AND GO!"** action

In RED **"HIT PACKAGE"**

Advertised in **LIFE**

**2 BONUS
with 10
1 BONUS
with 5**

	<u>COST</u>	<u>SELLING PRICE</u>	<u>YOUR PROFIT</u>	
One Dozen	6.67	12.00	5.33	} 44.5%
One-Half Dozen	3.33	6.00	2.67	

LIMIT: 3 dozen per store—Subject to withdrawal without notice.

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

DEPENDABLE SERVICE SINCE 1893

POTPOURRI

the porter wheeled it by; hearing it only intermittently during the wee early hours and being so sleepy it was a lullaby rather than an insomniac Passing a sand pit that held enough sand to make all the glass bottles to hold all the prescriptions bottled from now to eternity The side trip to Hydro after getting on the wrong road past Mt. Gilead but Bennett's "Fire Dome" making up the lost time pronto The maid with the thomless Oriental slant in eyes that held mysteries never to be probed by the lackadissical Occidental mind The vivacity of the graceful lass as she moved from one dancing partner to another as a kitten changes playthings from a toy to a ball of yarn.

Sam Welfare's youth precocious smirk as he basked in the overglow of the Countess's gentle razzing The raucous, rasping oratory of the delegate in the cracker barrel as he sprayed cracker chaff in a paralytic mist at each utterance of the pillants The inseparable pair, seeing them never half a meter apart from each other, hard put to tell which was the pettified adjunct and which the bellwether until I heard the one parroting the other with the copy-cat antics of a six-year-old The facial gyrations of the pan-mimist and his sarcastic asides as he kept tune with the tinny noise of the sound box The sizzling heat rays from the sun as it pathed its way across the western seas; who would care about it if it had no color, if it didn't light this earth Listening half asleep to the blaring music of the band, trying to follow the score, see the counterpoint, waiting for the theme to lose its moorings and repeat itself only to be brought sharp awake by the echoing presence of its climax The youngster who spoke so feelingly for his Amendment as if he had an appointment in Paradise for a rendezvous with fate on a mountain-top.

Eating an early morning hunger and thinking it meant more than a plate of victuals when my feet felt at home under the table Bill Dudley's quiet con-

fidence that his Amendment proposal would pass, willing to bow to a majority but knowing he had the loophole of trying again in case of failure Ed Brecht's phrase making pungency, descriptive imagination and humorous subtlety as he introduced Royce Franzoni Dr. Hartung's apologetic air, not for his cause but for the manner and time of its presentation Fred Bowman forgetting his briefcase of notes; what need had he of notes when he was able to render a full report with such aplomb and with such facile philosophy The delegate who talked like a fact monger reciting by rote and hurling platitudinous bombs to fall on deaf ears Artemus Ward accepting office with boundless pride, his cup running over; he felt this was the one climactic moment, a culmination never approached before, probably never to be reached again Understanding the young chap's thoughts as he returned to the fray again and again in pushing his cause and striving to make the others understand the altruism of his efforts, feeling he wanted his slice of cake but had no desire to take a bite from the other fellow's slice.

The lethal glares of the *maitre d'hôtel* and the waitress as the persistent delegate and his shadow made them reset a breakfast table already cleared for luncheon The selling job one waitress did on the only dessert she had when a crochety character wanted another The disposal of Brantley's proposed by-law change by unanimous vote to defer action until the 74th annual Convention The interesting byplay on words between newly installed President Ward and W. S. Wolfe, each little bit of repartee darting from one to the other in mirthful, dancing flames The howling cry of pain as delicate flesh became zipper caught as I attempted to lace the bodice of the dress of "my heart's last beat" and finally enlisting the aid of feminine hands; O for the good old plantation days when ladies had slave girls The glimpse into the kitchen revealing a picture of a cook as fat as a brewer's mother-in-law.

One delegate's answer to another on a

(Continued on Page 315)



*Your Stanback profits take
no summer vacation!*



To take full advantage of STANBACK'S tremendous advertising program . . . feature the "Family Pack", Tablets or Powders, for your customers' economy and increased profit for you.

THIS SUMMER — LET
YOUR PROFITS . . .



Snap Back with
STANBACK

POTPOURRI

oot point coming from a mind like a
inding wharf for cargoes of stray
houghts The Secretary's parapher-
alia, baggage full of ideals The
arly riser who longed for a dog to walk
the quiet clean dawn before it became
mudged with the hurley burley of the
ay The lawn sitters, wrapped in the
peace of dusk, time and the tug of the
uture held in abeyance, eyes on the
manac rather than on the clock
he constant jabbering in the ball room
ceeding the floor show, like the chatter-
g of half a thousand monkeys in search
a jungle The shambling, non
aternizing delegate who ate alone, sat
one, thought alone with thoughts locked
within him, silent like a child hushed
by the presence of a priest Artemus
ard's smile as he greeted his wife after
ing installed as president, as beatific as
e smile when one first hears his own name
on the lips of the person he loves, not
til his ninety-sixth year will he forget
at moment.

The petite damosel who used her lan-
ishing stare to memorize every feature of
e stalwart fellow to whose arm she
ong The amazing memory and the
onishing sleight of hand of the magician
th the deck of cards and his pi-
cant accent; France produces no Jenny
ids or Nightingales but the Left
uk claims Chevalier as its own
O'Hanlon, raconteur of nostalgic days,
ustomed still to a marshal's baton,
ose teeth still tear at life The
egate and his "high particular," they
lved a domestic tableau to lunge at life
f one more ephemeral space of time
That mysterious mingling of chromosomes,
gments of those who had gone before,
tform a grandson with such ardent love
al respect for a grandfather, and who
s able to create and deliver true homage
nproud, ringing tones The dancer
ose feelings were ruffled and his tigress
a partner whose emollient voice soothed
h once again into placidity Tom
Rinson reporting on his Committee's
wk, wringing out his thoughts until the
le drop as if trying to determine what

key his hearers' thoughts were in
McAllister, taking a rain check on sus-
tenance offered when all his soul cried
out for sustaining approval of long range
planning already bearing results.

Margaret Ham, giving the gathering dis-
tinction by a sort of reflected nobility
The courtly serenity of Paul Gamble
Robert Neal Watson, golfing enthusiast,
playing each shot with a stroke of gentle
lyricism The unruffled pleasure in
the task of registration evidenced by the
ladies at the registration desk and Charlie
Andrews's methodical but nonetheless
pleasant greetings to all comers The
students enjoying a halcyon day of Con-
vention activity—may they be pleased by
many future gatherings of their fellows
in the profession The *alter ego*
Charlie Davis, this time quiescent, but just
the same a good time Charlie Little
Mary White and her poor blistered feet,
each step an agony as felt by Cinderella's
sister The golfer who doffed his shirt
for three holes and longed for Benzocain
by nightfall The character who lost
his upper plate and lisped like a Malaprop
until he found it in his pocket—something
like Grandpa hunting his "specs" until he
fuds them on his forehead One speech
so much over my head that my posterity will
yawn The dancers rocking in a rhythm
older than time, moving with fluent ease
as the orchestra settled into waltz time
The infrequent pairing of one couple as if
one had seceded from the other—"You go
your way and I'll take the high road." . . .
Floyd Goodrich, *major domo* of the TMA,
pulling strings that puppets may maneuver
in swaying acquiescence.

Tom Ham, wielding his Committee like
a painter splashing colors for a sea-
scape Wade Gilliam, looking like a
saint at vespers, seeing all men as good
and true—"shall we gather at the river?" . . . The middle aged Delilah with
the baby skin, graying hair and crows' feet
partially hidden in the eye edges who
audaciously sent out the "come hither"
invitation to all the trousered Caesars with-
in hailing distance whose conversation mer-
chandise turned stale by the time it came

(Continued on Page 317)

Light the fuses for *More Tabcin® Sales!*

SOLD

\$1.00 EXTRA PROFIT . . . \$13.20 VALUE FOR ONLY \$12.20

Sell TABCIN for hay fever and Summer colds, but order the extra TABCIN you'll need NOW. Beginning in July, we're offering this \$13.20 value TABCIN Assortment #1320 for only \$12.20, less the usual discounts. Order this profitable TABCIN assortment today.

**TABCIN SERVE-YOURSELF
ASSORTMENT #1320**

CONSISTS OF:

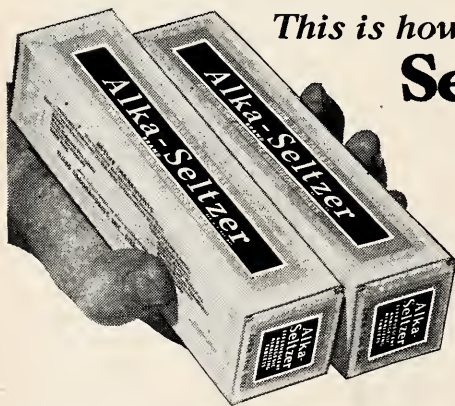
One dozen packages of the 25's
Two dozen packages of the 12's

When you purchase this assortment, as part of your \$100 order, you earn the maximum discounts. Costs you only \$10.16. Selling at fair trade prices, you get back \$19.32. And your profit is \$9.16!



With the Maximum Discounts
You Pay \$10.16 . . . You Get \$19.32

You Make \$9.16 Profit



This is how Miles Radio helps you

Sell Alka-Seltzer

all Summer Long!

5 nationwide network programs, 5 times weekly, carry Miles' selling impact to every corner of America via 796 stations.

5 BIG PROGRAMS

- HILLTOP HOUSE—CBS
- CURT MASSEY TIME—CBS
- NEWS OF THE WORLD—NBC
- ONE MAN'S FAMILY—NBC
- CURT MASSEY TIME—MBS

MONDAY-FRIDAY

COAST-TO-COAST

796 STATIONS



MILES LABORATORIES, INC.

ELKHART, INDIANA • PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

POTPOURRI

aborning—"Read any good books lately?" . . . The delegate called to the microphone approaching it like a kid coming onstage at amateur night . . . After waiting two weeks for an elevator then finding myself the left behind eleventh passenger for a ten passenger Otis, I climb the stairs, pulling my weary self up step by step like a drunk going home from tree to tree . . . The songstress in the schoolgirl frock whose voice sounded like a flute playing minor notes as she marshaled her trio of partners in a dance rhythm that would do credit to a parade ground sergeant . . . Two comely matrons being introduced giving each other the age-old glance of sophisticated woman hunting for a flaw in another woman . . . The late comers for breakfast, agate rimmed eyes in faces like as-relief maps of weariness.

Self-effacing Bill Gurley, good team man, pulls his own oar; every time I see him I think I'll ask him if he has any hams from peanut-fed hogs but in all the helter skelter wish of activity the question is driven from my mind, or else I'm not hungry at the time . . . The irony of Bill MacDonald in his reply to a question by a question—*castigo te non quod odio habeam, sed quod mem* . . . The reclining Sheba with a beautiful face that would stir a god and name a devil storing up energy for an evening of fun . . . The precision weather instrument on the front verandah, drawing male lookers-on who gazed fascinated like little boys looking at a steam engine or a circus parade—the Archimedes who invented that and ice water was nobody's fool . . . The couple so engrossed in each other like a bride and groom, encountering them Sunday afternoon and evening, missing them Monday and Tuesday. Wanting to see all, hear, know all that was going on, to be in more than one place at the same time if only in imagination . . . Immersed in by friendly competitors during the meal—where common cause unites the hundred souls there is no competition, only civility . . . Alice Noble, taking the proceedings in stride, still forced to make decision as to which function to attend, taking a few notes but gathering it all in for

future reams and reams of sparkling copy. . . Mary Darlington, patience personified; Lou Culbreth, zealously zestful; and all the other tireless workers in the Auxiliary, one of the most active, the largest in the country. As long as they keep their enthusiasm and interest it will remain the largest and probably the most active . . . Hunting short cuts on the way back home, blaming lost time on the map, feeling a working day not two feet away, wishing for the Coke Bar and its pick-up nectar, thinking back on the past few days, the people I meant to converse with longer. How time flies when pleasantly spent . . . Marvelling at the *sang-froid* of W. J. Smith, no satrap he, but close to eighty kilos of guided energy; envying his poise in what could not but be monotony, in arranging, publicizing, executing, then tabulating and reporting a Convention of such magnitude. And the quality is never lessened . . . Thinking that a Convention or a duly authorized meeting of a functioning body is a very necessary arrangement; they are just what each participant makes them, no more, no less. I like them.



"IT'S FAMOUS

because

IT'S GOOD"

***For the Pharmacist
and members of the T. M. A.***

A Modern Hospital Policy

This new idea in hospital insurance is tailored to meet the increased costs of hospital and surgical service.

While not on the same non-cancellable basis as the Association Health and Accident Insurance, we believe you will like this new protection as well. The contract is simple. The benefits are liberal. Pays in addition to your group coverage.

The policy provides up to the following amounts, based on a \$10.00 per day policy:

1 day	\$30.00	6 days	\$110.00
2 days	40.00	7 days	130.00
3 days	60.00	8 days	140.00
4 days	80.00	9 days	160.00
5 days	90.00	10 days	170.00

Continues to 60 days at full rate and 40 more days at half.

There is no schedule for specific items. Use the money for any hospital charge except professional fees.

If you add the surgical rider, you will receive unusual benefits. If no surgery is performed you receive an additional \$3.00 per day. If surgery is performed, you receive the scheduled amount up to \$200.00, depending on the operation.

You can obtain this for yourself or as a family group. Age limits are 3 months to 80 years. Stores with 5 or more white employees may obtain this coverage on such employees and their dependents.

Write for further information to:

F. W. Sarles
Box 1048
Greensboro, N. C.

**Agents: R. J. Golden, Lee Fentress,
Mrs. J. E. Ferguson, J. W. Pancoast**

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business



Class of '43 Reunion, School of Pharmacy, University of North Carolina,
June 7, 1953

Front row—Cindy Allen, Bobbie and Betty Brewer, Richard Simmons, Martha Her-
ing, Mary Katherine Boone, and Bill Boone.

Second row—J. Frank Pickard, Greensboro; Mr. and Mrs. Stroud Brewer, Jr.,
Durham; Marsha Hood Brewer; Mrs. R. M. Herring; Mr. and Mrs. John Rosser and Ann,
Charlotte; and Mrs. W. T. Boone.

Third row—Mr. and Mrs. Jesse Stewart, Fremont; Mrs. W. A. Simmons; Billy and
Mr. William Brewer, Pink Hill; Mrs. and Mr. H. H. Allen, Jr., Cherryville; Mr. R. M.
Herring, Clinton; and Mr. W. T. Boone, Greenville.

Last row—Mr. W. A. Simmons, Winston-Salem; Mr. A. W. Jowdy, Chapel Hill; Mrs.
and Mr. R. L. Irwin, Marion; and Mr. and Mrs. J. S. Williford, Pinetops.



He's got the "shot in the arm" your business needs!

Let your wholesaler salesman help solve your problems. Whether it's just a small promotion you're planning, or the complete redesigning of your store, he can help.

He understands local sales conditions because he deals with them every day. He's loaded with smart merchandising ideas, display ideas and other sales helps. He's always ready and waiting to serve you in any way he can.

So don't think of your wholesaler salesman as just a salesman. He's a real working partner in every phase of your business, the connecting link between you and the manufacturer.

The most trusted name in surgical dressings and baby products...

Johnson & Johnson

J & J Releases Film on Remodeling

Retail druggists throughout the nation will spend over \$100 million on store reorganization and modernization this year, E. G. Gerbie, Johnson and Johnson's Vice-President, Advertising and Merchandising, said recently. Mr. Gerbie's remarks preceded the preview showing of the company's new motion picture—"Design for Selling," a major part of Johnson & Johnson's new retail merchandising program—"Modernization through Reorganization."

"The gradual disappearance of the old-fashioned, cluttered drug store must be accelerated," Mr. Gerbie stated. "Research shows that in the first year following modernization and reorganization the average druggist will increase sales volume by at least 20 per cent. Our program is designed to help retailers realize this increase in overall business by simplifying reorganization and modernization procedures."

The new film, "Design for Selling," dramatically and entertainingly portrays the need and the methods for modernization and the benefits to be derived from it. Equally as important, a comprehensive Johnson & Johnson portfolio gives retailers the step-by-step procedure for getting the job done efficiently and economically.

"We feel," said Mr. Gerbie, "that it is our responsibility to provide druggists with all the tools necessary for successful retail merchandising in addition to creating product demand through advertising support. If our efforts result in increased over-all volume and profit for the retailer, our own products will prosper in direct relation to his success."

Dramatizes Common Situation

This store-wide merchandising program, including the motion picture, "Design for Selling" was produced under the supervision of W. E. Sawyer, Johnson & Johnson's Director of Merchandising Services. The picture itself centers around a pharmacy in an average community. Charley Higgins, the owner, is highly respected in

the community. He is proud of his many steady customers, most of whom he has known for years. His is a good store, but it has slipped behind the times.

It has a cluttered look. The counters are piled with merchandise. The wall cases are covered with glass doors, through which little can be seen. The picture dramatically portrays Charley's dread of change; his first reluctant and then finally enthusiastic conversion to the necessity of change to meet the challenge of new consumer buying habits. His son, now in the armed forces, but soon to return to be his partner, plays a major role in this conversion. In large part, though, it is due to what Charley learns by visiting other modernized stores and talking with their proprietors.

Kit Provides Tools

The kit that provides the tools for modernization through reorganization is divided into three sections. *Section one* covers publication and direct mail advertising, and out-of-store promotions—all designed to promote new traffic, to bring new customers into the store.

Section two includes the tools for planning store layout; also a "tiny textbook" on modernization. Along with it are a master plan sheet and simple work sheet that will encourage the druggist to schedule his store reorganization step by step and to simplify his laying out as many floor plans as are needed to find the one best suited to his store.

The *third section* covers salesmanship. Included is a manager's guide to the selection, evaluation and training of sales people. There is a booklet "Sell—As Your Customers Like It," and an offer to make available a motion picture that demonstrates basic selling principles. There is also an offer to provide sets of a home study sales training course for use by store employees which, as proved by independent Willmark surveys in 150 stores, will double store-wide suggestion selling.



A recent installation of Bastian-Blessing Soda Fountain-Luncheonette equipment at
S. H. Kress & Company in Durham, North Carolina



A recent installation of Key Line Store Fixtures at
Kirkpatrick Drug Company in Leaksville, North Carolina

GRANT E. KEY, INC.

Manufacturers

LYNCHBURG

Distributors

VIRGINIA

Hutchins Named Associate Publisher of "Family" Magazine

Harold Hutchins, formerly editor of *American Druggist*, has been named associate publisher of *Family*, A Digest for Better Health (originally announced as 'Family Digest for Better Health') new consumer magazine to be distributed exclusively through drug stores.

Mr. Hutchins was previously advertising manager of the Hillman's Women's Group and publisher of *Cosmetic & Drug Preview* for Fawcett Publications. Formerly a retail druggist, he has had many years of sales experience in the pharmaceutical field. He is a frequent contributor to the drug trade press and has compiled two widely used formula books for retail druggists.

Mr. Hutchins will make his headquarters at the *Family* New York office, 421 Hudson street, while the Drug & Cosmetic Newsletter, of which he is publisher, will continue to be issued from Mount Vernon, N. Y.

Joseph J. Dwyer, formerly with *N.A.R.D. Journal*; L. M. Green, formerly with the *New York Daily News* and *American Weekly*; and E. Travis Haenisch, formerly with Haire Publications, have been appointed to the advertising sales staff of *Family*.

Dorothy Meehan, formerly with Dell Publishing Company and *The New Yorker*, has been appointed assistant to Chester Briggs, Advertising Manager.

Stays Active in Retirement

It was ten years ago when W. A. Crabtree retired from active practice in Sanford, but this has made little difference in his interest in local affairs. Now 82, Mr. Crabtree has the time for daily visits with his numerous friends, who delight in chatting with this pharmacist who has seen Sanford grow from a small village to one of the State's most rapidly growing towns.

Drug Store Ownership by Physicians

At a recent meeting of the Southern Drug Store Association in Asheville, there was raised the question of the propriety of ownership by physicians of an interest in drug stores.

The question was referred to the American Medical Association by Carl Willingham, Secretary & Treasurer of the National Association of Chain Drug Stores, and here is AMA's answer, coming from their Bureau of Legal Medicine and Legislation:

Dear Mr. Willingham:

Dr. Austin Smith, Editor of the *Journal of the American Medical Association*, has referred to me for reply your letter of June 2 in relation to the ownership by physicians of an interest in drug stores.

This question has been before the Judicial Council on a number of occasions and reference has usually been made to Section 3, Chapter IV, of the Principles of Medical Ethics, which reads as follows:

"Physicians should recognize and support the practice of pharmacy as a profession and should recognize the cooperation of the pharmacist in the education of the public concerning the practice of ethical and scientific medicine."

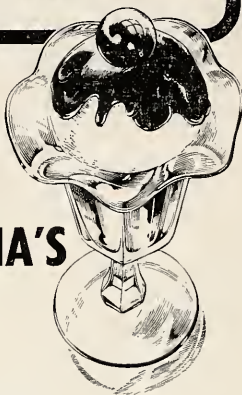
A reference too, has been made to that part of Section 6, Chapter I, of the Principles which provides:

"An ethical physician does not engage in barter or trade in the appliances, devices or remedies prescribed for patients, but limits the sources of his professional income to professional services rendered to the patient."

As I understand the situation, the opinion of the Judicial Council is that a physician should not have a financial interest in a pharmacy in the city in which he practices and where he directly or indirectly profits from the sale of medicine he prescribes for his patients. If the pharmacy is located in another city or even if it is located in the same city but in a place inaccessible to the patients of the physician, I do not believe there would arise any ethical question. There are many physicians, I believe, who own stock in pharmaceutical concerns, but I know of no serious question that has been raised with respect to the ethics of the ownership of such an interest. The fact that a person is a physician should not, in my viewpoint, interfere with his right to ownership in a business unless by that ownership he capitalizes on his relationship to patients.

BUILD SALES... BUILD PROFITS

with
NORTH
CAROLINA'S
OWN
DELICIOUS
PINE STATE
ICE CREAM



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

Cover Page

Clyde Lisk of Charlotte is a man of many "firsts." The Lisk Pharmacy of Charlotte, which Mr. Lisk has operated for a number of years, was one of the first pharmacies in the state to pass the million mark in number of prescriptions filled.

Lately Mr. Lisk rang up another first . . . this time by having a book dedicated to him by Albert Idell, author of "The Corner Store."

As Mr. Lisk put it, "the honor was entirely unexpected." He had heard from the author, now living in Philadelphia but temporarily vacationing in Guatemala, a few weeks prior to release of the book, but nothing was said of the dedication.

Author Idell lived with the Lisks for about two years back during the days of the bank holidays. He was an auditor for the government engaged in examining banks' books. Later, he established a book store in Philadelphia.

"The Corner Store" is the story of Chester Jones' store, the one bearing on the window the legend "confectionary and sundries." It is the story of Chester and the other five Joneses and the people of the neighborhood who stopped in for cough syrup or a soda or a magazine.

In his dedication, the author says Clyde Lisk typifies the keeper of the "corner store" for whom "I have respect and affection."

Ballots to Be Opened

The Board of Tellers selected by President Ward to open and tabulate the ballots and announce the results of the mail ballot election, will meet in Swannanoa on Wednesday afternoon, August 5, at 2 p.m.

Any member of the Association who desires to attend the ballot-counting may do so.

Members of The Board are: W. M. Salley, Sr., Salley's Drug Store, Asheville (Chm.); Joe Russell, Curtis Drug Store, Waynesville; and W. M. Jordan, J. Tainter's Drug Store, Marion.

Ballots were mailed from Chapel Hill on June 19-20, and may be returned through July 20th.



**Class of '28 Reunion, School of Pharmacy, University of North Carolina,
June 7, 1953**

Front row—Mr. and Mrs. W. D. Welch, Jr., and Jane Welch, Washington; Mr. and Mrs. D. F. White, Mebane; and Mr. and Mrs. C. P. Whitford and Shirley Whitford, Wrightsville Beach.

Second row—Mr. and Mrs. J. C. Brantley, Jr., Raleigh; Mr. and Mrs. J. R. Curtis, Assemers City; Mr. and Mrs. B. N. Austin, West Jefferson; and Mr. and Mrs. G. V. Lawrence, Charlotte.

Present, but not in the picture—M. L. Heiner, Leaksville.



Best Buy

'Multicebrin' (Pan-Vitamins, Lilly) is your customers' "best buy" in a quality multiple-vitamin product. It's your "best buy," too, in the new case of fifty 100's, at only \$146 per case. Your gross margin per case is \$97, or 40 percent on the selling price. Our stocks of Gelseals 'Multicebrin' are fresh and new.

Order a case today

THE PEABODY DRUG COMPANY
Durham, North Carolina



*There isn't anything
better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

WHAT THE CLUBS ARE DOING

New Club Organized

The newly organized Stanly County Drug Club will be headed by T. G. Loftin during the coming year. His election to the post took place at an organizational meeting of the Club held in Albemarle on June 9.

Other officers of the organization are H. T. Murrell, vice-president, and W. H. Burpage, secretary-treasurer.

Purpose of the Club is to promote better understanding among the pharmacists of Stanly County.

Glenn E. Taylor, manager of the Albemarle Chamber of Commerce, met with the group and officiated during the election of officers.

Twins Honored by Wilmington Club

Reported by OSCAR RODGERS

The June 12th meeting of the Wilmington Drug Club, held at Wrightsville Beach, was highlighted by the presentation of two honor guests: Miss Ann Rousher and Miss Kay Rousher. The two young ladies (twins) participated in the Club's Azalea Float during the recent Festival.

In appreciation for representing the Club, resident Mike Hall presented the two young ladies with gifts.

Other guests included Miss Nancy Woodard, UNC Pharmacy School student, who is employed at the James Walker Memorial Hospital during the summer months, and

W. Howard, also a pharmacy student, Hall's Drug Store.

A movie was shown, "A Million Azaleas," through courtesy of the Wilmington Chamber of Commerce.

Rabil Elected

At a dinner meeting held in Winston-Salem on June 9th, Ernest Rabil of Bobbitt's College Pharmacy was elected presi-

dent of the Winston-Salem Drug Club for the coming year.

Other officers elected and installed were: William Simmons, vice-president; and Mrs. Virginia Callahan, secretary-treasurer. Mr. Simmons is associated with Eckerd's while Mrs. Callahan is an employee of the Patterson Drug Company.

Guest speaker for the meeting was Herman T. Eubanks, district manager of Lederle Laboratories Division of American Cyanamid Company.

Members of the Club were guests of Southern Dairies at a dinner served in the new plant of the firm recently opened in Winston-Salem.

The retiring officers of the Club are: G. C. Hartis, president; Ernest Rabil, vice-president; and Homer Pulliam, secretary-treasurer.

For more effective control
of hyperacidity

Acichек
Valentine

dihydroxy aluminum aminoacetate,
N. N. R., sodium carboxymethyl-
cellulose and glycine.

- quick acting
- no secondary acid rise
- non-constipating

Supplied in bottles of 100 and
1000 tablets.

VALENTINE COMPANY, INC.
RICHMOND · VIRGINIA

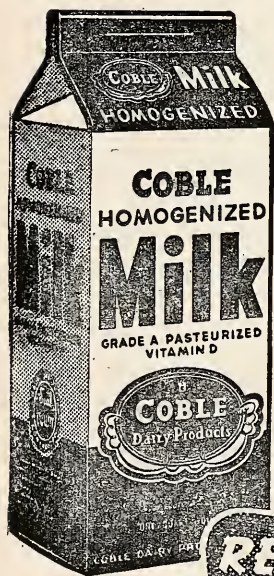
Reach for



COBLE MILK

in the new

**DAIRY GOLD
CARTON**



Law Relating to Sale of Narcotic Drugs for Office Use

A Pharmacist who does not have a "Wholesaler's Narcotic License" is not allowed to sell non-exempt narcotic drugs to physician, dentist, veterinarian, or other qualified practitioner, for the latter's office use, except in the form of an aqueous or leaginous solution, not more than one fluid ounce at any one time, and containing not more than 20% of narcotic drugs, which he may dispense for the practitioner's legitimate office use only, provided the practitioner furnishes the pharmacist with an "official narcotic order form" for the solution and not merely a narcotic prescription. In each case the pharmacist must file the official narcotic order form in the narcotic prescription file and must label the bottle as to show: (a) The name, office address and narcotic registry number of the practitioner, (b) the date and serial number of

the practitioner's official order form, (c) the name, address and narcotic registry number of the pharmacy, (d) the name and % of the narcotic drug in solution.

Prescription Writing

Medical Economics reports that the younger a doctor is, the more prescriptions he writes.

Based on a survey from questionnaires sent to its 134,000 physician readers, the publication reports that doctors with less than 10 years' experience tend to write about 70% more prescriptions a year than their colleagues with 30 or more years' experience, in spite of the fact that both age groups treat about the same number of patients.

Covering prescriptions for 1951, the survey found that the average doctor wrote 2,517 Rx's during that year, or one Rx for every three of the 8,400 patients he examined during that year.

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

Despite Advance of Medical Science, Tree Barks and Roots Still Play Important Part in Drug Manufacturing

Barks, roots and leaves still play an important part in the manufacture of certain medicines, according to J. R. Anderson, chief pharmacognosist at Parke, Davis & Company.

Centuries ago, man discovered these things had medicinal values. Early white settlers noted the Indian "Medicine Man" used them to perform "miracles." A few generations ago, most of the medicines in drug stores were derived from what pharmacists call "vegetable" sources.

Modern scientific discoveries have brought such great changes in medicines that 90 percent of the physicians' prescriptions today could not have been written a scant 15 years ago.

This great progress would seem to all but eclipse ancient methods of medication. But, on the contrary, the value and potency of many barks, roots and leaves are so great they still are imported from far-off places for use as ingredients in some medicines.

Anderson explained Parke-Davis brings approximately 140 varieties of crude vegetable drugs into its Detroit plant each year for processing and manufacturing into well-known products, or for research purposes.

Veteran pharmacists say the storage space for crude vegetable drugs at Parke-Davis smells like the drug stores of 20 or more years ago.

Tons and tons of these natural products, gathered from all parts of the world, go into Parke-Davis preparations each year. Many crude drugs arrive in containers that are peculiar to that particular locale, such as thin paper and varnish coverings from the Far East and woven straw baskets from Haiti.

Included among the vegetable drugs are bark from a peach-like tree growing on the East slopes of the Andes in Bolivia, which is used as an ingredient in cough syrup; leaves of the Turnera shrub from

Mexico that are part of a tonic product and roots of the gentian herb from France, Italy, and Yugoslavia that are used in an appetite stimulant.

Anderson said crude vegetable drugs "will always have an important place in the manufacture of medicines."

Prescription Balances Repaired

Speedily Accurately Economically
Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists
Importers & Jobbers
Druggists' Sundries & Fancy Goods

We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily

Charlotte Auxiliary Has Large Membership

Reported by MRS. FLOYD JOHNSON

The Charlotte Women's Druggist Auxiliary was well represented at the North Carolina Pharmaceutical Convention in Asheville in May. Members attending from Charlotte were Mrs. C. H. Smith, Mrs. Victor Riggsbee, Mrs. M. W. Stone, Mrs. P. W. Wendall, Mrs. Louis Holmes, Mrs. Walter Dixon, Mrs. Clyde Lisk, Jr., Mrs. Robert White, Mrs. Johnny Bennick, Mrs. T. E. Whitehead, Mrs. Joe Monroe, Mrs. G. B. Peek, Mrs. W. M. Norman, and Mrs. Paul Temple.

We felt justly proud of the showing our Auxiliary made and we realize that the co-operation and work of every member made this good report possible. From a very small membership fourteen years ago, our Auxiliary has grown into quite a big club numbering some sixty-five or seventy members.

We feel the work of our wonderful Presidents has been a major factor too in

our success. We would like to give this recognition to these past Presidents who are: Mrs. G. V. Lawrence, Mrs. James Boyce Hunter, Mrs. T. N. Edwards, Mrs. L. E. Barnhardt, Mrs. W. S. Obeshain, Mrs. F. E. Thomas, Mrs. W. B. Holmes, Mrs. Joe Monroe, Mrs. H. D. Parks, Mrs. W. K. Gardner, Mrs. Lester C. Smith, Mrs. Ed. D. Jackson, Mrs. T. E. Whitehead, and Mrs. Robert L. White.

Mrs. D. Clyde Lisk, Jr., is our new President for the coming year.

Contributes Book

Congressman Carl T. Durham has donated a valuable reference book—*The Law of Foods, Drugs & Cosmetics*—to the library of the Institute of Pharmacy.

Containing 1422 pages plus a 246-page supplement, the book will be most helpful where the law on foods, drugs and cosmetics is concerned.

We are most grateful to Congressman Durham for making the book available to all members of the NCPA through the central office.

Get **CAPUDINE** From Your Druggist

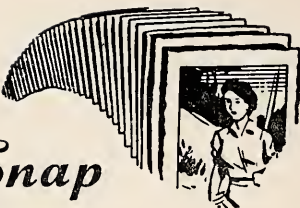
Capudine advertisements have been emphasizing this for over 50 years—always promoting the sale of Capudine only through Drug Stores.

We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

**"A Good Product
Consistently Advertised"**

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

It's
A Snap



TO

INCREASE YOUR PHOTO FINISHING PROFITS

**when you use the
BEST QUALITY
MOST MODERN
FASTEST SERVICE
IN THE SOUTH**

at the LOWEST COST!

Inquire about

★ OUR DIFFERENT PRINTING PROCESS

★ OUR MAXIMUM DISCOUNTS

All Films
RECEIVED BEFORE
10 A. M.
WILL BE SHIPPED OUT
THE SAME DAY
Call or Write
JIM BULLARD

Richmond

CAMERA SHOP

217 E. GRACE ST.

RICHMOND, VIRGINIA - DIAL 7-0759

Dispenser of Joviality

H. T. Campbell, Maiden pharmacist and owner of the Campbell Drug Store, was the subject of an illustrated character sketched in a recent issue of *The Catawba News Enterprise*, published in Newton.

Mr. Campbell was given credit for treating "Maidenites almost as effectively with his joviality as he has with thousands of prescriptions."

He was born in Barnsley, Pa., on February 7, 1896. Mr. Campbell was educated at various schools in Florida and Georgia. He completed his high school training at Greensboro and enrolled at Lenoir Rhyne in Hickory.

After graduating from Lenoir Rhyne, Mr. Campbell enrolled in Page's School of Pharmacy, Raleigh, and was licensed as a pharmacist in 1916.

After working a year in Statesville, he purchased an interest in the Hayes-Lor Drug Store of Hickory, which occupies quarters now housing Black's Drug Store.

In 1923 Mr. Campbell moved to Maiden where he bought the Serve-All Pharmacy. Ten years later he moved to his present location.

Mr. Campbell married Lina Johnson in 1917. There are three children, two sons and a daughter. Howard J. Campbell works with his father. Charles C., the other son, graduated from the UNC Pharmacy School in early June. The daughter, Mrs. Maria Suarez, lives in New York.

Convention Snapshots

(opposite page)

Top: President and Mrs. B. R. Warren relax in the hotel ballroom while awaiting the start of the entertainment.

Center: Mrs. Wilbur Adams of Carolina Beach and J. Floyd Goodrich of Durham shown enjoying the TMA Dance. DeBrecht in the background.

Bottom: Tommy Culbreth of South Pines demonstrating his latest dance step to Alice Gamble.

Pictures made available by Mr. Goodrich.



HOWELL HALL HAPPENINGS

The Commencement Exercises on June 8 were held in Woollen Gym due to an early threat of rain. At five o'clock a picnic lunch was served in the auditorium of the pharmacy building to all of the graduating students, their guests, and the pharmacy faculty and staff.

On the day of Commencement each graduating student received a personal gift from the following: Eli Lilly and Company, Justice Drug Company, Armstrong Cork Company, Owens and Minor Drug Company, Sharp & Dohme, Lance, and ExLax.

The graduating class raised a fund of \$39 as a gift to the school to provide a label moistener on each of the desks in the dispensing laboratory.

The Pharmacy Wives presented a handsome gift to the school consisting of two copper vases.

Mr. Albert W. Jowdy and the Brechts gave a "Good Luck" party at Mr. Jowdy's home for the graduating students from four to six o'clock on June 14, the Sunday before the state board examinations.

Dean and Mrs. E. A. Brecht attended the Virginia Pharmaceutical Association Convention in Richmond on June 15.

The N. C. Board of Pharmacy held the practical examination in the Pharmacy Building on June 16.

On June 17 Miss Alice Noble, Mrs. I. W. Rose, and Dean and Mrs. E. A. Brecht attended the wedding of Paul B. Bisette, Jr., in Wilson.

This is the first summer in many years when there have been no pharmacy courses in Howell Hall. Many of the faculty and graduate students are busy with research. About forty of the undergraduate students are taking courses in the service departments of the University.

Thirty-five of the graduating students joined the Pharmacy Loyalty Fund to signify their intentions to give ten dollars per year for ten years to the N. C. Pharmaceutical Research Foundation.

Diane Carol was born on June 13 to Dr. and Mrs. John Andracko.

Summer vacations were enjoyed by Mr. and Mrs. Fred Teare who visited their parents' homes in Alberta, Canada; Dr. Fred T. Semeniuk to Edmonton, Alberta; Dr. and Mrs. W. H. Hartung who attended their son Homer's, wedding in Iowa and visited their parents in Minnesota; Mrs. Hildegard Pierce to Ohio; Albert W. Jowdy to Havelock, N. C.; Dr. Lee-ming Chow to New York City; and C. R. Farrell to Wrightsville Beach.

Recent visitors have included Mr. D. A. Dowdy and Mr. Henry Dowdy of High Point and Lt. Harold Day, now serving in the Air Force.

The work of painting the complete interior of Howell Hall began late in June.

Officers of pharmacy organizations for the school year 1953-1954 were selected as follows:

Rho Chi

President: William Paul Powell, Horse Shoe

Vice-President: John Dee Wood, Wilmington.

Secretary-Treasurer: Don H. Kepley, Denton.

Kappa Psi

Regent: J. Clegg Herrin, Albemarle.

Vice Regent: James O. Knight, Columbia

Secretary: Ralph H. Ashworth, Fuquay Springs.

Treasurer: Donald J. Raper, Lucama.

Chaplain: John E. Mills, Cliffside.

Historian: Alfred H. Mebane, III, Lexington, Kentucky.

Pledge Master: J. Graham White, Burlington.

Grand Council Deputy: Dr. Fred Semeniuk

Phi Delta Chi

President: Herman Sutton Barbrey, Jr., Mt Olive.

Vice-President: Robert Cohen, Kinston.

Treasurer: Henry Hunter Dunlap, Durham

Secretary: Evan S. Setzer, Newton.

edgemaster: William Russell McDonald, III, Hickory.

Assistant Pledgemaster: Jack E. Silvers, Chapel Hill.

ner Guard: Arthur Port Schlagel, Jr., Clyde.

orthy Prelate: Earl H. Williford, Kanapolis.

ulty Advisor: E. A. Brecht.

Marriages

Miss Bettie Clyde Hill, daughter of Mr. and Mrs. James Allen Hill, and Paul Blanch Bissette, Jr., were married June 17 at the First Methodist Church, Wilson.

The young couple will make their home in Wilson, where Mr. Bissette assists his father in the operation of the Bissette drug stores.

Miss Lisbeth Anne Sherrill and Rowe Egle Campbell, Jr., son of Pharmacist and Mrs. R. B. Campbell, were married June 24 in Taylorsville. A recent graduate of the UNC School of Pharmacy, Mr. Campbell will assist his father at the Peoples Drug Store until he enters the armed forces.

Miss Louise Ellis Webb, daughter of Mr. and Mrs. W. C. Webb of Louisburg, became the bride of Frank Gibbons Brooks, Jr. in the Louisburg Methodist Church on June 24. Mr. Brooks, the son of Pharmacist and Mrs. Frank G. Brooks of Siler City, recently graduated from the UNC School of Pharmacy. The couple will make their home in Siler City.

Miss Madge Hobgood, director of public school music for the Graham schools, and Joseph Hunter Jones of Haw River were married in the Virginia Memorial Room of the First Presbyterian Church, Greensboro, on July 9.

After selling the Purity Drug Company of Haw River two years ago, Mr. Jones has done relief work for various pharmacies in Alamance County.

Retires

After representing the American Drug-gists Fire Insurance Company for many years, N. F. Riner retired to Daytona Beach, Florida on July 1st. Semi-retirement is a bit more accurate as Mr. Riner will do some ADFI work for the Company in Florida on a part time basis.

Mr. Riner celebrated his 80th birthday on June 18th. Prior to his association with the ADFI Company, Mr. Riner operated nine drug stores in Providence, R. I.

Named "Lion of the Year"

In recognition of his outstanding work as chairman of the blind committee, The Lions Club of Reidsville recently named Pharmacist Hunter Gammon as "Lion of the Year."

Gammon received the honor after a secret vote of the total club membership. He was presented with a silver goblet by Paul Whitehead, president of the club.

Mr. Gammon is associated with the Carolina Apothecary of Reidsville.



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Fresh From Our

Double Kay
NUT SHOP
DEPARTMENT 

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

BABY BUSINESS

(Continued from Page 307)

hardly seems necessary now to elaborate further on the merit of departmentalization. It has worked for others—it will work for you. The greatest merchandisers in the country departmentalize, so let's take a leaf out of their book and do the same.

Now, let's discuss the Baby Goods Business. It is, my Good Friends, big business in the truest sense of the word. Over \$259,000,000 worth of volume is done every year; a quarter of a billion dollars! It is more than the Oral Hygiene business. It is $2\frac{1}{2}$ times as great as First Aid business. It is about the same as Shaving Products volume and almost \$70,000,000 more than the Feminine Hygiene Needs business. I admit that this figure from Drug Topics Magazine includes canned Baby Foods, but alert druggists today will make a bid for this volume, too. After all, if Woolworth's 5 & 10c Store in Camden, New Jersey, can experiment with the selling of fresh meat it certainly behooves retail druggists to give some consideration to the stocking of canned Baby Foods. But in any case we must recognize the fact that millions of baby dollars will be spent with retailers who seek this business. Now, fine and dandy, but here's the rub. You get 51% of all the Oral Hygiene business. In First Aid products, God Bless you, you get 76% of all the business done in the country. Shaving Products—43%—and in Feminine Needs, 48%. But sad to relate, of the total Baby Goods business done in this country you retail druggists get only 29%. Only 29%. Less than 30%! It certainly should be a matter of concern to you. It is to me. It should be regarded as a distressing situation to every friend of Drugdom that the retail druggist is not getting his share of this vast market. Now if the market were declining or if the trend indicated that sales were naturally falling off in this market you could easily be forgiven for not fighting for this business. You could say "Okay, let's fold up our tents and go away. The market is decreasing and let's just plain forget about it." But, Friends, the opposite is true. The market is increasing. 3,800,000 babies were born last year—the

figure this year may hit 4,000,000 and each new-born baby represents at least \$50 to \$65 per year of basic baby drug store necessities. It's a field you should strive to obtain. It represents a volume of \$5,000 to \$6,500 per average drug store and if your store is above average you might well do volume in the \$10-12-\$15,000 bracket. But, and here's an important point—it's not just baby dollars you make when you have a good Baby Department. The most desirable feature is the Mother-Traffic that you bring into your store to visit your Baby Department. Mothers are the purchasing agents for their families. Mothers buy not only for their babies but for every other member of the family. So it should be evident to you that Baby Business is Big Business and it is now time for me to ask you a question that I have asked myself many, many times and I want you to ask this question of yourself now.

Who is more entitled to this Baby Business than you?? Who is more entitled to this business than the retail druggist?? I have racked my brain dozens, hundreds of times, seeking another answer to this question but always the same, logical, sound, plainly evident answer is that the business-man-pharmacist should get these baby dollars. After all, think of the many advantages you have. In the first place, Friends, aside of the family physician and the intimate members of a family you are the very first to learn of the approaching arrival of a new baby. You have an inside track; you are close to the mother-to-be and you have developed a fine relationship with her physician. Doctors, obstetricians, pediatricians, are tops on your list. You have the faith, the trust, and the confidence of mothers-to-be. Mothers don't put faith and confidence in regard to the welfare of their precious little babies in department store salespeople or clerks in supermarkets. As Dr. Robert Swain said not too long ago "The Corner Drug Store is fundamental to a public health service institution and therefore more clearly the American public recognizes this fact, the stronger the drug store comes in all respects." Therefore you have an obligation and responsibility—not just an opportunity—but an obligation and re-

responsibility to measure up to this faith and confidence that Mothers have in you. To provide necessities for their babies. Incidentally, a short while ago, Elmo Roper who sort of a businessman's Dr. Gallup—takes surveys, public opinion polls, etc.—conducted a nationwide survey asking people this question, "What kind of businessman is most apt to treat a newcomer in his town fairly and squarely?" You would be thrilled and justifiably proud that of the hundreds of different businessmen listed in that questionnaire that the retail druggist came out on top! Once again it proves conclusively that you do have the inside track. Wouldn't department stores like to enjoy such a high standing! Incidentally, I suppose that I should not mention that the last one on that list was the Used Car Dealer.

So we realize that Traffic is of utmost importance. We also recognize that the best way to obtain traffic is to Departmentalize. Furthermore, since the Baby Goods Business is such a tremendous market it behooves us to establish a Baby Goods Department in our store. Okay, so now we will establish a good Baby Department in our stores. I can hear some of you now saying, "Here, Crane goes, he's going to sell us a carload of Playtex Baby Products." That is not true, Friends. I did not come to this meeting to sell you a carload of Playtex Baby Products. Neither did I visit your beautiful state just for the ride. I'm here to urge you all to obtain an increased share of the Baby Goods Business; to implant in your mind an urge to establish Baby Departments so you'll do more business and make more money. That's the reason I am here. Now, the establishment of a Baby Department does not require a large investment. Neither does it require the utilization of a great deal of space. The most important step is simply to group together; to concentrate related items—all your baby goods. Depth is important. Counter footage alone will not do the job. In other words, if you display baby products on the floor of your counter display, on the top of your counter and on the shelves in back of this unit, it is far more effective than if you dis-

tribute goods over many feet of space. If possible, the location of this department should be near the Prescription Department. The rear of the store is satisfactory—in fact it is preferable because it "pulls" your Mother-Customers the entire length of your store. It is important that departmental identification be clearly established. You should have a sign in the traditional blue, pink and white, reading "Baby Needs" or "Baby Department," or "Things for Baby." Incidentally, my wife is going to hate me for this because she pleaded with me not to try to tell any stories. My wife, like all wives, is a very honest individual. She also is very charitable and wanted to spare you the ordeal of listening to one of my few jokes! But on the condition that you won't tell her that I tried to tell a story, here goes: There were two little babies in the Maternity Ward at a hospital. You see, Folks, I'm a Baby Goods man so I have to tell baby stories. But anyway, one little baby said to the other one, "I'm a baby girl. What are you?" The second little baby said, "I don't know." Then the girl baby said, "Well, you must be a boy baby or a girl baby," and the second baby said, "I don't know what I am." The girl baby said, "You can tell if you want to" and the second baby asked "How?" and the little girl baby said, "Simply enough, just lift up the bed clothes and look down and you'll know whether you're a boy baby or a girl baby." So the second baby lifted the bed clothes, looked down and came up all smiling and gurgling and happy as could be. Then the little girl baby said, "What are you?" and the second baby said, "I'm a boy baby." And the little girl baby said, "How can you tell?" And the boy baby said, "Because I've got *blue* baby pants on." Well I did my best, Folks. Don't tell my wife.

One very important factor in the success of your Baby Department is cleanliness. Now that is a problem for you. But a mother does have the right to insist that the goods she buys for her baby be clean and tidy. Your baby section should be hospital white and nursery clean. If you

(Continued on Page 338)

BABY BUSINESS

cannot keep your Baby Department spotlessly clean give up the idea of having a Baby Department.

Another important merchandising step in this department is to have a baby doll or a stork prominently displayed. Many retailers loan out the doll or stork to shower parties. It's smart merchandising and good advertising for you to let ladies in your neighborhood know that you're glad to loan them these "props" for baby showers. Also a good size photograph of a baby attracts attention. When I was in Texas I ran across a retail druggist who had a very smart idea. Every week he would feature the photograph of some new baby born in his community. He'd put that photograph right smack in the middle of his Baby Department with the name and address of its parents. Wonderful retailing!!! On occasion he would install in his front window a picture of a neighborhood baby and don't you think that that retail druggist got all the baby business from the parents of that little infant? You can bet he did! It was a smart idea—a very smart idea because it aroused the interest not only of the family but of all their friends and neighbors.

Your merchandise in this department should be accessible to mother shoppers. It should be displayed on a self-selective basis with open displays. I like the term "self-selective" because to me it implies a free and voluntary opportunity to select items of one's own choice. I've often thought that all the highfalutin' language used to describe merchandising and promotion can be summed up in the simple phrase "Make it easy for people to buy." Successful retailers must have the right goods at the right place at the right time and the use of self-service display fixtures is one way to attain this goal. Prices should be plainly marked. Somewhere in the 30's the idea of marking prices was overlooked. It is solid merchandising; proven time and time again, to mark prices plainly. Actually one of your most powerful weapons in fighting supermarket com-

petition is to price mark all highly advertised, Fair Traded merchandise. Show Mr. Shopper that she can buy her needs from you at the same prices she would pay for them in any other type outlet.

You should advertise; capitalize on the vast expenditure of national advertiser Manufacturers in the baby field do a marvelous job for you. I am, of course, justifiably proud of the tremendous advertising program sponsored by my own Company-Playtex. But we are not alone. There are other outstanding companies like Johnson and Johnson, Mennen's, Mead-Johnson, Charles Fletcher and in the food field—General and Heinz. Tie-in with this advertising and funnel traffic into your store by using newspapers and window displays which are often sent to you without charge. Advertising at the local level increases the word of national advertising. We want you to make money selling our branded merchandise and when we advertise and you do not tie-in with it, there is a costly missing link. Make the push and pull of national advertising work for you. So be sure to speed the velocity of your sales with consistent advertising.

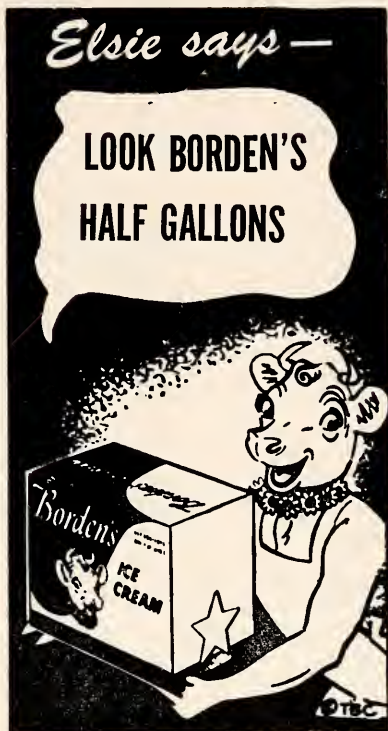
Another solid plan to win the favor of Mothers is by the use of little gifts. I can hear some of you saying, "There he goes. He wants us to spend a lot of money." You do not want you to spend a lot of money. Friends, but these little gifts sent to Mothers upon the birth of her baby are a very happy idea in cementing goodwill and future relationships. Some druggists, of course, distribute gift sets prepared by manufacturers. This is a tested and proven method of building future sales. But if your budget is very small, you do not have to do even that. Go to the front of your store where you sell greeting cards. Pick out a 5 cent or 10 cent congratulatory card. Send it to Mrs. Jones with a note to the effect that "You hope to see both her and the new arrival soon." It helps a lot and will pay good dividends. Keep in mind that you—the corner druggist—can whip the pants off supermarket and variety store competition if you stress the human quality.

es of friendliness, personality and consideration.

Be sure to let doctors in your community know that you are in a position to sell any baby needs that he might prescribe or commend. In other words, establish your store as a Headquarters for baby products. One word of caution, Gentlemen, in following these recommendations, do not expect a miracle. If you've never departmentalized your baby products and you do next week, just because you don't have tremendous volume the following week, please don't say, "That Jim Crane of Playtex sure was a bag of wind." It does take time to build up a baby business but it can be done and most assuredly is worth the effort on your part. I might add another thought—from my recent experience in the field and my direct contact with thousands of retail outlets, it is my personal recommendation that you designate one of your salespeople as a chief assistant in this endeavor. When you assign definite responsibility and some authority to an average salesperson, that individual becomes a distinct asset to your store. I wish I could dwell upon this phase of drugstore management but I see my time is about to run out.

I'd like to conclude by saying this—that it is my fervent hope that as you leave this meeting you will have a firm desire to capture a larger share of this big market. You are entitled to it. You druggists can do anything that you want to do. You are organized. You have a unity that other businesses lack. On a national scale you are dynamic, powerful, and intelligent leadership. On a state scale you also have men of character who work unselfishly for the good of Drugdom. And on the local level your representatives are as a rule outstanding citizens, and men of stature.

There is a market that you should have, that you are entitled to have, that you do not have at the present time. It is my wish that you go out and try to get it. Thank you again for the pleasure of sharing these hours with you. Thank you very much.



"Convert your pint a week customers to half gallon a week customers. It's easy with Borden's ice cream."



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PLANT
NEAR
YOU.

Borden's

LOCAL DRUG CLUBS

Cumberland County Drug Club

President: L. E. Reaves, Jr., Reaves Drug Store, Fayetteville
 Vice-President: H. R. Horne, H. R. Horne & Sons, Fayetteville
 Secretary-Treasurer: B. C. Brooks, Fayetteville Drug Co., Fayetteville

Durham-Orange Drug Club

President: John M. Pickard, Sawyer & Moore, Durham
 Vice-President: C. B. Tyson, Jr., Box 155, West Durham
 Secretary-Treasurer: F. C. Hammerness, School of Pharmacy, Chapel Hill

Greensboro Drug Club

President: W. H. Barton, Edmonds Summit Center Drug, Greensboro
 Vice-President: Sam W. McFalls, Sunset Hills Drug Co., Greensboro
 Secretary-Treasurer: J. A. Ranzenhofer, Crutchfield-Browning Drug, Greensboro

Henderson Drug Club

President: Harry W. Walker, Walker Drug Company, Norlina
 Secretary-Treasurer: J. P. B. Connell, Connell's Drug Store, Henderson

Mecklenburg Pharmaceutical Society

President: Gilbert Colina, Mercy Hospital, Charlotte
 Vice-President: E. B. Eadie, Medical Pharmacy, Charlotte
 Secretary: Clifton Brinkley, Charlotte
 Treasurer: C. B. Gaddy, Civil's Drug Store, Charlotte

Northeastern N. C. Drug Club

President: W. D. Welch, Jr., Welch's Drug Store, Washington
 Vice-President: A. L. Hogan, Hogan's Pharmacy, Kinston
 Secretary: John T. Stevenson, Overman & Stevenson, Elizabeth City
 Treasurer: C. W. Bynum, Bynum's Drug Store, New Bern

Stanly County Drug Club

President: T. G. Loftin, K & L Drug Store, Albemarle
 Vice-President: H. T. Murrell, Murrell's Pharmacy, Albemarle
 Secretary-Treasurer: W. H. Burbage, The Drug Centre, Albemarle

Wayne County Drug Club

President: H. T. Taylor, Bunch's Drug Store, Goldsboro
 Vice-President: A. M. Hicks, Pikeville Drug Store, Pikeville
 Secretary-Treasurer: S. B. Boyd, Clinic Drug Company, Mt. Olive

Western N. C. Drug Club

President: Earl R. Houser, Pack Square Pharmacy, Asheville
 Vice-President: R. F. Coppedge, Asheville Pharmacy, Asheville
 Secretary: Glenn Rogers, Asheville
 Treasurer: Thompson Hiles, Lakeview Park, Asheville

Wilmington Drug Club

President: J. M. Hall, Jr., Hall's Drug Store, Wilmington
 Vice-President: W. C. Brantley, Tom's Drug Store, Wilmington
 Secretary-Treasurer: Mrs. Doris Sauls

Winston-Salem Drug Club

President: Ernest Rabil, Bobbitt's College Pharmacy, Winston-Salem
 Vice-President: William Simmons, Eckerd's, Winston-Salem
 Secretary-Treasurer: Mrs. Virginia Callahan, Patterson Drug Co., Winston-Salem



THEY'LL STILL BUY A LOT OF SUMMER STOCK

Better than half of your regular customers still haven't taken their vacations this year—all of your customers will make many more trips to mountains and seashores before fall arrives. Re-



Wholesale Drugs
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order now for late summer sales—cameras, film, beachwear, accessories, suntan lotion, luggage and vacation sundries. Check your summer stock today—then order from BODEKER. There's still time for extra summer profits this year.

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Make Your Store HEADQUARTERS for

School Supplies



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W. H. King Drug Company

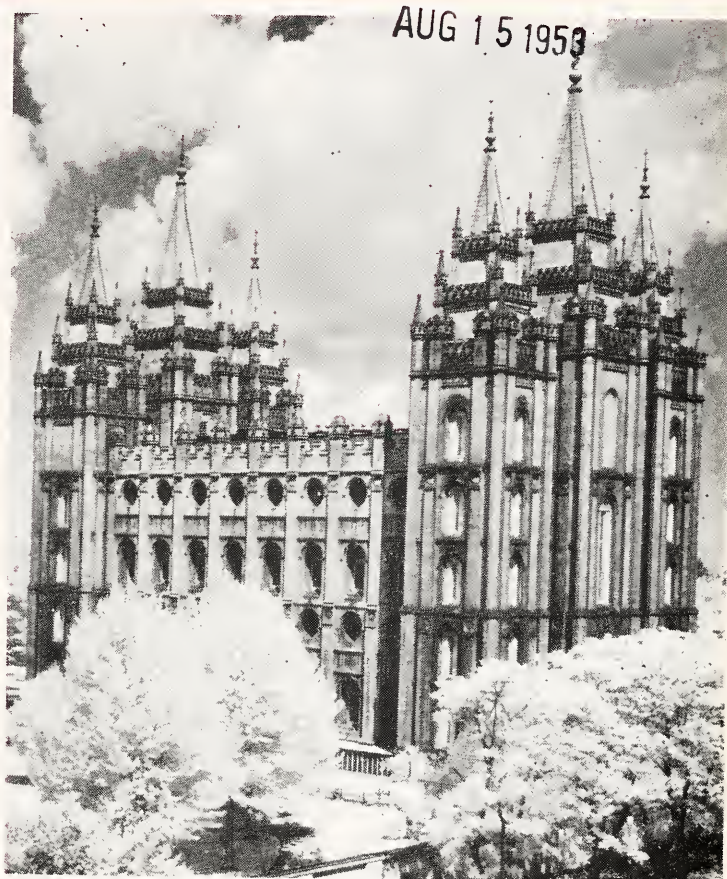
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The Carolina JOURNAL OF PHARMACY

S. & B.
BALCONY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



A.P.H.A. CONVENTION ATTRACTION—Delegates to the A.P.H.A. Convention, now underway in Salt Lake City, are visiting many of the city's historic buildings. Pictured above is the sacred Mormon Temple.

August, 1953

IN THIS ISSUE

Are You Selling Your Store
To Your Community?

XIV Number 8

IN ANY ALLERGY

'Co-Pyronil' *

frequently affords
more profound,
more prolonged
relief with
fewer side-effects
than any other
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*'Co-Pyronil' (Pyrobutamine Compound, Lilly)

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LOTION AND CREAM

During the summer months many of your customers depend on CALADRYL to bring cooling, soothing relief from the burning and itching of light sunburn, prickly heat, and diaper and cosmetic rashes.

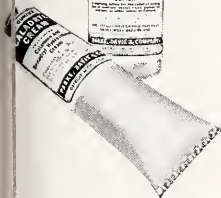
CALADRYL is also valuable for itching associated with hives, mild poison ivy and poison oak, insect bites, chicken pox, and for a host of minor skin affections prevalent during warm weather.

CALADRYL is nonstaining, cosmetically inconspicuous, resists rubbing off—yet washes or rinses off readily.

When the sun shines bright, *you* can depend on the effective antipruritic-antihistaminic action of CALADRYL to give you a brighter profit picture. Make sure your stock is adequate.

CALADRYL in lotion form contains one per cent of Benadryl hydrochloride together with other ingredients, including calamine, camphor, and glycerine, incorporated into a smooth, creamy lotion. Supplied in convenient 6-oz. bottles for easy application.

CALADRYL in cream form contains one per cent of Benadryl hydrochloride, calamine, and camphor, together with other ingredients to provide a water-miscible cream. Supplied in 1½ oz. collapsible tubes.



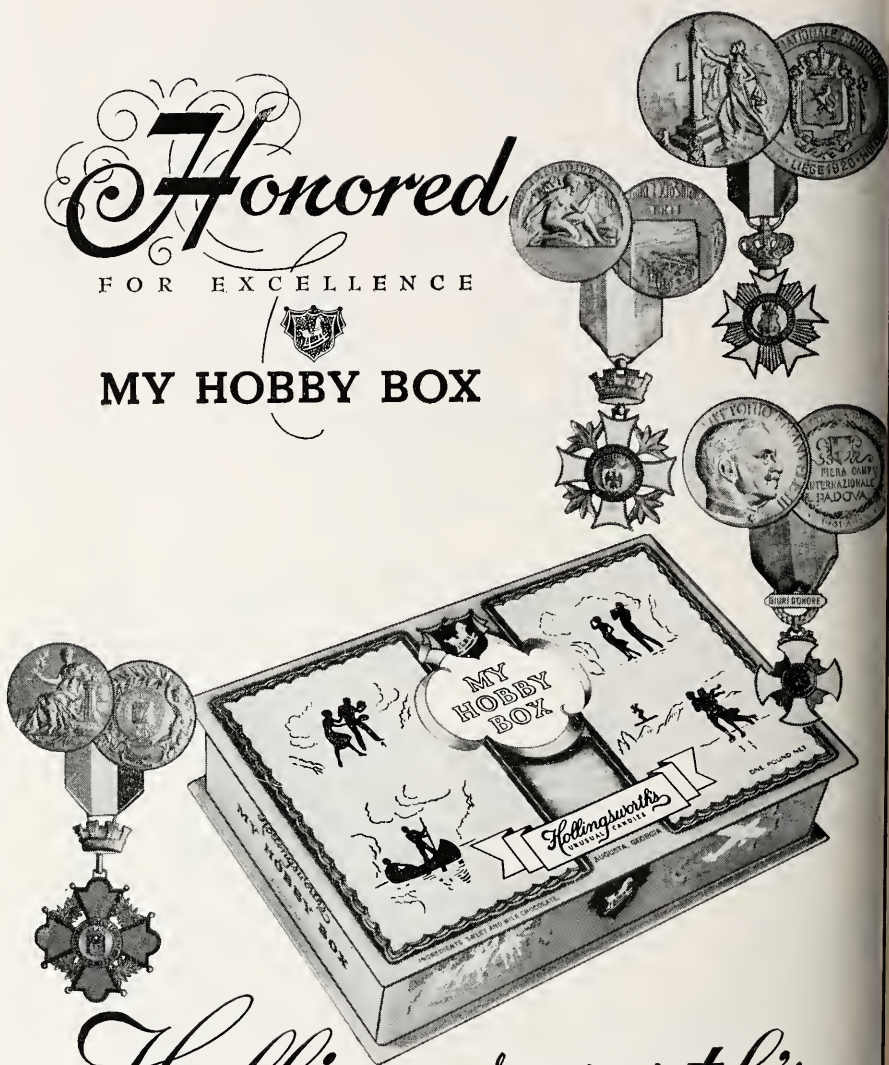
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DETROIT, MICHIGAN

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FOR THOSE WHO LOVE FINE THINGS

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Something worth
shouting about !



You bet we're enthusiastic, and your customers
will cheer, too, when they see the
GIFTS GALORE Merchandise in your store.

We're going all out to Boost Your Sales with a
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This promotion is Bigger . . . Better . . .

Even More Exciting than in '52!

ASK OUR SALESMAN!

OWENS & MINOR DRUG COMPANY, INC.

1000-1008 E. CARY STREET

RICHMOND, VIRGINIA

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

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AUGUST, 1953

No. 8

Voluntary Health Insurance:

Hope of the Aged?

One of the most pressing needs in the United States today concerns the economic aspects of health care of the aged. Facts point this up. For instance, the country's over-all population has grown more than 18 per cent in the past 15 years. At the same time, the number of people over 65 has jumped 60 per cent. By 1975 we can expect our senior citizens to total 20 million—150 per cent greater than in 1935!

Two-thirds of today's aged have annual cash incomes of less than \$1,000. Moreover, because there is more sickness among aged persons, health costs for them are substantially higher per individual than among the population as a whole. And the average stay in general hospitals of men and women over 65 is longer—22.5 days, against only 11.1 days for all hospital admissions, including young and old.

Thus, it is pointed out by Health Information Foundation (HIF), of New York, in the August issue of "Progress in Health Services," the dilemma facing our older people is obvious—less income as against increasing need for care.

With the spectacular growth and popular acceptance of prepayment plans to cover hospital and medical costs, it is reasonable to look to the health insurance movement for some answers to the financial aspects of the aged's health dilemma, HIF asserts, but there are certain difficulties which must

first be met—particularly the need to find a basis for providing health insurance protection for increasing numbers of older individuals whose incomes are limited but whose health requirements are greater and costlier than younger adults.

It is clear that the problems of the aged are so complex as to require more than one solution, HIF declares in its review of current ideas and proposals. For young employed people enjoying the benefits of health insurance on a group basis, there is the necessity for maintaining their coverage when they retire in the years ahead, while the present generation of retired individuals whose working lives preceded this era of health insurance, there is a different question requiring a somewhat different answer.

However, the Foundation adds, we can be certain of this: the inclusion of our aged in the voluntary health insurance movement has real possibilities as an economic boon to the individual and his family and as a means of realizing more effective utilization of health services and facilities for the benefit of the entire community.

HIF is currently conducting four research projects in the area of voluntary prepayment of health costs to help provide facts to those operating agencies in the field which are trying to furnish greater protection for all Americans.

Visit Canada

Mr. and Mrs. James S. White have returned to Mebane after an extensive motor trip through the Pacific Northwest. While in Canada, the Whites visited Lake Louise and many of the top vacation resorts. They are most enthusiastic about our neighbors to the north.

Report on Study

The Scientific Edition of the *Journal of the A.Ph.A.*, July issue, page 424, carries an article of interest: "The Invitro Evaluation of Conspergents on Selected Enteric Coatings" by Doris B. Hawkins and Dr. Herman O. Thompson.

Basis for the report was research work done by the two authors at the UNC School of Pharmacy. Since completion of the study, Mrs. Hawkins has moved on to Arizona where she is on the staff of the University of Arizona School of Pharmacy.

Steady Worker

After working 26 straight years without a single day's vacation, W. D. Bryan of Tarboro is vacationing in Georgia before going to work with the Thorne Drug Company.

After closing his store, which had been in operation since the early 1900's and solely owned since 1926, Mr. Bryan said he was retiring "to a front porch rocker for two weeks, then slowly begin rocking."

Has 37 Departments

With 37 separate departments, the new Stanley Drug Store, 1949 East Seventh St., Charlotte, opened on June 12. Air-conditioned and arranged on the self-service plan, the store occupies approximately 4800 sq. ft. of floor space.

Parking space sufficient for 100 cars was provided in front of the store. A special drive-in service window in the Rx department allows motorists to get prescriptions filled without leaving their cars.

The store will be operated by the three Stanley brothers, Lucius J., Verner E. and J. Lawson. H. M. Metts is employed as pharmacist.

Emphasis of Professional Pharmacy

The new building to house the Mooresville Drug Company of Mooresville is expected to be ready by early October. The store owned and operated by Charlie and J. Crowell.

The store will be all-glass in front and will be air-conditioned.

In planning the new store, the owners are putting the emphasis on professional pharmacy. "Our training and experience," said Charlie Crowell, "is in the drug store business, not the super-market field."

Art Notes

J. Louis Cobb, High Point pharmacist, received mention in the June issue of *The New York Physician and American Medical Journal* for one of J.L.'s oil paintings exhibited in New York by the Amateur Artists Association of America.

Other paintings by Mr. Cobb have been exhibited in Raleigh and elsewhere. After a hard day at the prescription counter, Louis finds painting a relaxing hobby.

Averts Fire

What could have been a disastrous fire was narrowly averted recently when Tom Bain, returning to Stallings Pharmacy in Smithfield after the store had closed for the night, found the rear of the business in flames.

Tom Stallings, the owner, said if Bain had not "happened to go back to the store" the pharmacy would have burned down. As it was, damage was slight.

Harrell Retires from Squibb

After almost 26 years with Squibb, J. Harrell retired on April 3 due to permanent disability from thrombo-phlebitis. He is being replaced by Billy Jordan of Raleigh.

Mr. Harrell's son-in-law, Harold B. Smith, who has covered the Wilmington territory for Squibb for the past two years, has signed to go with Lanes Market Street Pharmacy, Wilmington.

The Squibb territory in the Wilmington territory is being taken over by George Sauls of Wilson.

Brother of the Brush



Not a fugitive from Gillette but none other than Pharmacist Edwin R. Fuller of 11 Innes Street Drug Company, Salisbury. Like so many of his fellow citizens, Ed hoped to celebrate the 200th anniversary of the founding of Rowan County by joining "brothers of the brush." While the event was in progress, we understand the members of Salisbury went on short rambles.

We understand Ed has been nominated for replacement of one of the Smith Brothers on the cough drop box. We're confident that as his profile is much more handsome than either of the two now being used by Smith.

A similar event (100th anniversary) was held in Durham recently. Several of the pharmacists grew beards, but they were reluctant to have their picture made, wishing to avoid an avalanche of calls from Hollywood.

Bellamy Named

Governor William B. Umstead has named Aggro Bellamy of Wilmington as a member of a steering committee to raise funds for war-stricken South Korean civilians. The committee seeks to raise part of the \$1 billion national goal.

Mitchener Elected

At a recent meeting held in Asheville, James Mitchener of Concord was elected president of the N. C. Society of Hospital Pharmacists for the coming year. He succeeds Gilbert Colina of Charlotte.

Other officers elected and installed at the one-day quarterly meeting were: Rudolph Hardy of Gastonia, vice-president; Wesley T. Collier of Chapel Hill, secretary; and Miss Nell Evans of Charlotte, treasurer.

Whaley Joins Wallace Drug

Lloyd M. Whaley, formerly of Jacksonville, has accepted a position with the Wallace Drug Company, Wallace. He is a graduate of the School of Pharmacy, UNC, Class of 1952.

Pharmacy Graduate

Thomas Leroy Downey of Forest City recently graduated from the Southern College of Pharmacy in Atlanta. He attended the University of Georgia before entering pharmacy school.

Honored by Paper

Under the heading "Long-Time Buddies," the *Moore County News* of Carthage recently paid recognition to W. M. Puckett and Rowland Johnson.

The two pharmacists are both natives of Fuquay Springs and graduates of the UNC School of Pharmacy. They operate stores in Robbins originally established by the late D. D. McCrimmon.

Celebrates "New Look"

The Matthews Drug Company of Rocky Mount had double reason for celebrating in early July: First, it was the firm's 18th anniversary. Second, the store had a completely "new look" with all-glass front and is air-conditioned throughout.

Break-In

A break-in of the Brewer Drug Company, Pink Hill, by thieves apparently in search of narcotics netted them little in the way of drugs, but nearly \$400 in cash. A rear window was forced with a crow bar.

Introducing

Daprisal*



a potent new non-narcotic analgesic preparation
containing the components of Dexamy[†]



'Daprisal' has 2 beneficial effects
on the patient in pain:

It relieves the physical aspects of a
through the potentiation of its acetylsalicyc
acid and phenacetin components by amobarbital

It relieves the psychic aspects of a
because it contains the components
of 'Dexamy[†]'—Dexedrine[‡] and amobarbital

Harris and Worley evaluate 'Daprisal' as "... the first non-narcotic
ever tested in this laboratory which caused a statistically
significant elevation of the threshold to experimentally induced pain"
(Presented before the Illinois Section of the Soc. Exper. Biol.
& Med., May 26, 1953.)

FORMULA: Each 'Daprisal' tablet contains: 'Dexedrine' Sulfate
(dextro-amphetamine sulfate, S.K.F.), 5 mg.; amobarbital (Lilly),
1/2 gr.; acetylsalicylic acid, 2 1/2 gr.; phenacetin, 2 1/2 gr.

AVAILABLE: 'Daprisal' is available—on prescription only—as follows:

PACKAGE SIZE	PRICE TO RETAILER
Bottles of 50 tablets	\$1.94 each

So that you can meet the demand for 'Daprisal', order an adequate
supply from your wholesaler now.

Smith, Kline & French Laboratories, Philadelphia

*Trademark †T.M. Reg. U.S. Pat. Off.

‡T.M. Reg. U.S. Pat. Off. for dextro-amphetamine sulfate, S.K.F.

Greensboro Drug Firm Fined \$1,500

Guilford Drug Company, owned by Max Feiner and William and David Stang, was found guilty in United States Middle District Court recently of misbranding and illegally issuing drugs.

Judge Johnson J. Hayes fined the drug company \$1,500 and costs after hearing United States District Attorney Bryce Holt say that he believed the drug concern's action "was deliberate."

The Stangs, both of whom work in the store as pharmacists, and a third pharmacist, James P. Norman, also were found guilty and placed on probation for 18 months.

Remedy Sought

"I want to try to remedy the evil that has been done," said Judge Hayes immediately before sentencing the defendants at the end of the day-long trial.

Two drugs, both of which government witnesses termed as highly dangerous unless taken under a physician's direction, were sold in quantity to United States Food and Drug men who posed as customers, testimony showed.

Dexedrine sulphate pills and phenobarbital were the drugs sold to the federal agents, it was testified.

Both men presented authentic prescriptions to the store and received the specified amount at that time. But the government's case was that the prescriptions were refilled from time to time without the authorization of a physician. This, Holt contended, was illegal.

Homer J. McConnell received 724 dexedrine pills in 118 days. The original prescription prescribed a total of 48 such pills. Herbert McLeod, Jr., was given a 24-capsule pill on a prescription of 12 phenobarbital capsules, plus other refills.

The defense attorney endeavored to convince Judge Hayes that the drug concern and its employees were not violating any law in refilling prescriptions. David Stang admitted on the witness stand that he was unaware that the state of North Carolina

prohibited the refilling of barbiturate prescriptions except on the authorization of a doctor.

Stang also said that it was the custom of local drugstores to refill barbiturate prescriptions without consulting the patient's doctor. McLeod later refuted this, saying that he and the other Federal agent had tried at six other drug stores in the city and succeeded at only one.

Stock Unaccounted For

McLeod also testified that 60 per cent of the drug company's stock of barbituates have not been accounted for since the records were checked.

"We have evidence that people have been seriously injured by sales of drugs at this store," he replied to a question from Judge Hayes.

Testifying for the government were Dr. Harris Isbell, of the Federal Narcotic Hospital in Kentucky, and Dr. T. C. Butler, professor of pharmacology at the University of North Carolina.

Both emphasized the danger of the drugs and noted that dexedrine and phenobarbital were extremely potent on the central nervous system and were drugs which could lead to fatal consequences.

Dr. Isbell showed a colored film before the court showing case histories of men who became addicts from the drugs.—*Greensboro Daily News*.

Return from Europe

Mr. and Mrs. Ralph Rogers of Durham sailed from England on August 6th for home. During the past month the Rogers visited most of the major countries of Western Europe.

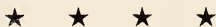
The trip, planned for 1952, had to be delayed for 12 months. When Ralph went to see his doctor about a physical examination in connection with the passport, he was rushed off to the hospital.

A major operation out of the way, the Rogers went ahead with their planning. Thus it is nice to know they have made the tour of Europe as originally planned.

By the time this issue of the JOURNAL is released, the Rogers will be back in Durham.

Your Justice Salesman

Your Justice Salesman is equipped to give you information, assist you in your problems, and is your real friend. Feel free to call upon him at any time, and be assured that you may have confidence in his judgment and suggestions.



JUSTICE DRUG COMPANY
GREENSBORO, N. C.

Dependable Service Since 1898

Some Concepts of Ethics and Integrity in the Practice of Medicine and Pharmacy

J. V. FARRINGTON, Greensboro

Mr. President, members of the N. C. Pharmaceutical Association, and distinguished guests. I am happy to be here at his, the 73rd Convention of the N.C.P.A. God has brought us through another year and has preserved us as living monuments of his love and mercy.

I feel honored and at the same time very humble as I shall talk to you about one of the most important matters that faces the health professions today—that of ethics and integrity, and I do so on the basic premise that all of us are interested in ethical improvement.

I am reminded of the farmer who had a milk cow for sale. He got a prospective buyer who asked the usual questions one could ask pertaining to the purchase of a milk cow—"How much butter does she produce?" "How much milk does she give?" The farmer told the prospective buyer that he didn't know how much butter she produced or how much milk she gave, but I can tell you one thing, "She will give you all he's got." In this respect I am somewhat in the same situation—I don't know how much you will get out of this talk to remember or how much good it will accomplish, but I am going to give you all I've got.

In the beginning God created the Heavens and Firmaments, the lands and the seas, and animated them with every living thing, and the last and most important of all God's creations was *man*. In fact, God created man in His own image and gave him dominion over every living thing—the fish of the sea, the fowls of the air and the beasts of the field. In addition he complimented man with a soul and a choice of immortality.

I like to think with Horace who said:

I shall not wholly die,

The better part of me survives the grave,
Death is only a physical phenomenon,

Life an inextinguishable process,

And our span on earth an anatomical
interlude in Eternity.

Man is unique in the profound fact that he is able to live simultaneously in two worlds. Of course, I refer to the physical

and spiritual worlds. Man sprang from animal heritage; yet yearns toward divine destiny. Man is an animal plus a mind and a soul. A dog is an animal—period. Man is able to think and differentiate between right and wrong. A dog associates these phenomena with pleasure or displeasure as the case may be.

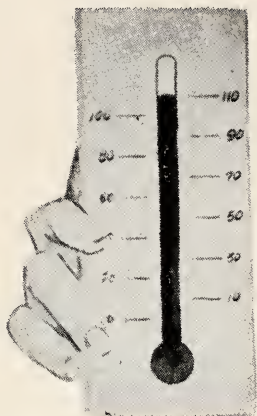
Man has passed through several stages and cycles since creation in his quest for survival—the Dark Ages, the Stone Age, the Renaissance, and on up to the present time when he has become so enlightened and so atomized and jatomized in his thinking that his greatest fears of continued survival lie not in fires, nor floods, nor pestilence, nor storms, nor any of the forces over which he has no control but rather his greatest fears lie in the destructive implements of his own creative genius.

We have come down to this solemn hour when graft and corruption and malfeasance in office seem to be running rampant and people have lost confidence in their public servants. Some of this corruption has seeped into the health professions. Some doctors and druggists have formed a collusion whereby the doctor gets part of the purchase price of the prescription he writes, in the form of refunds or kickbacks from the druggist. Any doctor or pharmacist guilty of this malpractice, has reached the lowest common denominator as a professional man. Any professional man who puts the ethics and integrity and the good name of his profession on the open market and sells it to the highest bidder is guilty of treason and should be severely punished. Thirty pieces of silver is a very low estimate to put on ones' professional birthright.

Theodore Roosevelt said: "There are many qualities which we need alike in a private citizen and in a public man, but three above all—three for the lack of which no brilliancy and no genius can atone—and those three are courage, honesty and common sense."

Some doctors have become so drenched in secularism and commercialism and the me-

(Continued on Page 353)



*Your Stanback profits take
no summer vacation!*



To take full advantage of STANBACK'S tremendous advertising program . . . feature the "Family Pack", Tablets or Powders, for your customers' economy and increased profit for you.

**THIS SUMMER — LET
YOUR PROFITS . . .**



Snap Back with

STANBACK

ETHICS AND INTEGRITY

allic ring of money sounds so loudly that it drowns out the groans of an indigent cancer patient or the pitiful cries of a baby in agony. Yes, my friends this is a solemn hour. It is a good time, it is an opportune time and it is an imperative time, if you please, for one to have a caucus with one's self and decide whether or not you have been guilty of the sins of omission or commission. Have you been guilty of the sins of commission by breaching the set standards of professional ethics? Or have you been guilty of the sins of omission by sitting idly by while these destructive forces have been eating like a cancer into the vital organs of our profession, into the very life line itself?

The late Will Rogers, that great American, and homespun philosopher and humorist said: "It's great to be great but it's greater to be human."

Tolstoi said: "The vocation of every man and woman is to serve others."

The intangibles of our professions are our

greatest assets, they are worth more than money or social prestige—they are priceless, and I exhort you to guard them well. One of the best ways to guard these intangible assets is to refrain from substitution, which is one of the greatest professional evils of our time. This evil is just as much the fault of the drug manufacturer as it is the pharmacist. There are too many repetitions of the same product and the manufacturer should refrain from repetition just as much as the pharmacist should refrain from substitution. There is dirt on both our houses that needs to be cleaned, and this one thing, if corrected, would aid greatly in the ethical practice of pharmacy and medicine.

There is a segment in the pharmaceutical profession that is not satisfied by merely defiling the temple of Pharmacy. They would actually like to see the temple itself destroyed or reduced to a nonentity by doing away with the educational requirements, the Fair Trade laws, the Durham-Humphrey Act or any other of the laws or ethics that

(Continued on Page 357)

SMITH WHOLESALE DRUG CO.

SPARTANBURG, S. C.

A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP 
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

IT'S HERE AGAIN

In better shape than ever
With the same price & coverage

THE N.C.P.A. GROUP POLICY

SPECIAL FEATURES

1. Incontestable as to origin of disability.
2. Premiums Waived for permanent disability.
3. Thirty-one day grace period.
4. Free from technicalities.
5. Does not terminate by reason of age.
6. No confinement to house or hospital required.

THE CONTRACT

Disability from accident.....	Pays 5 years
Disability from sickness.....	Pays 2 years
Death from accident.....	Pays up to \$5,000.00
Extra for hospital.....	Pays 2 months
Surgeon's fee for non-disabling injuries.....	Pays up to 25% of monthly indemnity

ANNUAL PREMIUM FOR EACH \$100.00 MONTHLY INDEMNITY (Limit sold \$200.00 per month)

	First year	Thereafter
1. Paying from 1st day accident, 8th day sickness.....	\$55.00	\$50.00
2. Paying from 1st day accident, 1st day sickness.....	62.50	57.50
3. Paying from 15th day accident, 15th day sickness.....	42.50	37.50
4. Paying from 30th day accident, 30th day sickness.....	35.00	30.00

Sold to All Insurable N. C. P. A. Members from Ages 21 to 60

FOR FURTHER INFORMATION WRITE

F. W. Sarles, State Mgr.

INTER-OCEAN INSURANCE COMPANY

P. O. Box 1048

Greensboro, North Carolina

AUTHORIZED REPRESENTATIVES

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Charlotte.....	Edgar L. Jones	Reidsville.....	E. C. Merricks
Gastonia.....	C. C. Carpenter	Warrenton.....	G. W. Poindexter
Greensboro. R. J. Golden, Mrs. J. E. Ferguson		Washington.....	Bowers Insurance Agency
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CHLOROPHYLL

in the Gumming on
YOUR DRUG LABELS

An Exclusive Feature with McCourts

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



MCCOURT LABEL CABINET CO.

42-54 BENNETT STREET
BRADFORD, PENNA.

"Use the Label with the Green Gumming"

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.

Your Profit Picture for August

Merchandise with **ONE A DAY**



MULTIPLE VITAMINS

ASSORTMENT NO. 2867

Miles' new method of manufacturing ONE-A-DAY (brand) Vitamins in tablet form provides a great multiple formula which now includes Vitamin B₁₂. Place your order for this profit-making assortment today!



**YOU MAKE \$18.26
PROFIT
ON THIS ONE A DAY DEAL**

ASSORTMENT NO. 2867 CONTAINS:

8/12s of a dozen of the large size
6/12s of a dozen of the medium size
3/12s of a dozen of the small size

When you purchase this assortment as part of your \$100 order, you earn the maximum discount. Costs you only \$23.88. Selling at fair trade prices, you get back \$42.14. Your profit is \$18.26! Get it . . . display it . . . sell it!

SEE HOW MILES HELPS YOU SELL

Alka-Seltzer...

BRAND

Reg. U. S. Pat. Off.

thru NEWSPAPERS

305 newspapers add huge selling power, help you sell ALKA-SELTZER and other Miles Products.

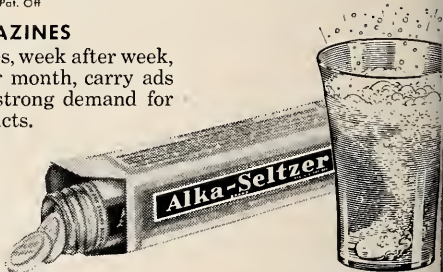
thru MAGAZINES

98 magazines, week after week, month after month, carry ads that build strong demand for Miles products.

PLUS continuous ADVERTISING

on TELEVISION 457 visual messages sell Miles products in every important TV market.

on RADIO 796 stations carry 5 big Miles network programs 5 times each week, coast-to-coast.



MILES LABORATORIES, INC.

ELKHART, IND. • PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

ETHICS AND INTEGRITY

prohibits them from doing as they please, and making a shamble of our honored profession.

I have faith in the pharmacists of this state that we shall be able to meet the challenge and join hands with the other health professions in the prevention and cure of disease, the alleviation of pain, and the preservation of life.

I should like to offer five suggestions for the improvement of our ethical and moral status:

To have a more acute awareness of our ethical and moral responsibilities.

To have a more profound respect for our profession, and the laws governing the practice of pharmacy and medicine.

To improve our professional relations with the other health professions.

4. To have more compatible and active state and local drug organizations.

5. To weigh carefully every highly controversial issue and in our efforts to dissolve them travel the middle of the road policy which in most cases is the way of wisdom.

We pharmacists, like Ulysses, are drifting, drifting in our complacency and lethargy on the great sea of time, changed and influenced in our thinking by every wind and zephyr and are now headed into an unknown harbor and an unknown future. I exhort you to make God the captain of our Pharmaceutical Ship, and we pharmacists the co-captains, undergirded and strengthened by a strong ethical and moral fiber. Thus, we shall be able to guide our Pharmaceutical Ship into a harbor of enduring professional usefulness and dignity.



Professional window display installed in Andrews Pharmacy, Winston-Salem, by John J. Andrews. A first year student in Pharmacy at the University, John is assisting his father, J. P. Andrews, this summer.



A recent installation of Bastian-Blessing Soda Fountain-Luncheonette equipment at The Peoples Drug Store in Lynchburg, Virginia



View of the Prescription Department at the Kirkpatrick Drug Company in Leaksville, North Carolina, showing a recent installation of Key Line Store Fixtures by

GRANT E. KEY, INC.

Manufacturers

Distributors

LYNCHBURG

VIRGINIA

Are You Selling Your Store to Your Community?

LEWIS W. RUSH, *Vice President, Advertisers Exchange, Inc.*

Every speaker says "I'm glad to be here"—and don't you think he doesn't mean it. The qualification of most speakers is the job they hold. He talks about his job.

People like to talk about their families, their hobbies, themselves—and their jobs. So he has a well-mannered audience, who won't interrupt—while he talks about his job—*of course he's glad of the chance.*

But, due to a sad circumstance, I appear before you with mixed feelings.

You see, I am substituting for Dale Sherriff.

Dale Sherriff passed away suddenly—less than 2 weeks after he accepted this assignment.

Dale Sherriff and I were personal friends. I met him at an NARD Convention. He impressed us. We impressed him. When he left the Convention, he was our customer.

Dale had a drug store in Ellsworth, Kansas—away out in the wheat. Later he broad out and owned, and had interests in other smalltown stores in Kansas.

The Ellsworth store—his first, it had been his father's—was his favorite. It is the one I know. I went to Ellsworth several times—when I could. It isn't easy to go to Ellsworth.

Ellsworth's population is about 2,000. Dale's volume reached \$125,000. \$65 per person—at a time when each person spent about \$20 a year in a drug store—and there was another store in town.

Yes, his fountain had the benefit of a daily east-west bus stop. That was outside money—but not enough to account for his difference.

Dale's Animal Health Department was the best I've ever seen. He would hatch a small quantity of broilers himself—give them the vitamins, etc., they needed—and take them to the market first . . . when the price was highest.

He gave calves and pigs to the 4-H Clubs for Contests. When the prizes were being awarded the Main Street of Ellsworth looked like Times Square . . . on New Year's Eve.

He had the best cosmetic lines. His cosmetic girl looked like 5th Avenue. Someone told him the teen agers were tomorrow's customers—so Dale had periodical "coke-tail" parties to sell them the lower priced lines.

During the silk and nylon stocking shortage he ran a leg makeup promotion that I'll always remember.

Ellsworth is close to the geographical center of the United States . . . the headline for the Leg Makeup Promotion read:

"Between Hollywood and New York—the Most Beautiful Legs of the World."

A semblance of a map of that strip of the United States was used as an illustration.

He ran 2 big ads every week in the two weekly newspapers in Ellsworth—one for the store proper, one for Animal Health in season or for other timely subjects—vitamins, photographic, etc.

He bought so much space he could get front page publicity whenever he wanted it—and had something of news value—which was most of the time.

Dale saw to keeping his doctors posted on the latest Clinical findings and new drugs—obviously, he believed in plenty of efficient and well-paid help.

After I knew Dale about a year I found he was looking for "more worlds to conquer." After a long time, we induced him—or he induced us—we never knew for sure—but he did sell out, and come with Advertisers Exchange.

Beginning in 1947 Dale helped Ralph Pritchard and myself—he gave talks like this, he stimulated druggists and improved their sales and profits by calling on them in their stores. He added to the knowledge of our field force in the United States and Canada. *He is missed.*

(Continued on Page 361)

**Reabela Tablets**

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$21.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$31.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

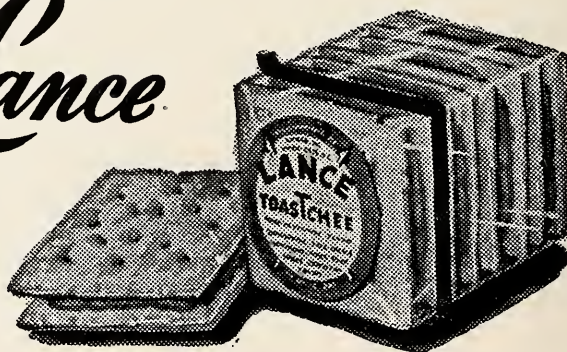
REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

ASK FOR

Lance



Peanut Butter

SANDWICHES

SELLING YOUR STORE

The title of this talk is "Are You Selling Your Drugstore to Your Community?" The title could have done an outstanding job on this subject.

But, it's my job now and I'll try my hardest to do my best.

Let's look at that title again: "Are You Selling Your Drugstore to Your Community?" If you don't own an oil well on the side—if you've opened your store more than a year ago and you still have the answer is "Yes—you are selling."—or you'd be out of business.

Now and then we meet an ultra-independent druggist who finds that hard to swallow. Do you know the type? He fills prescriptions properly—he offers quality merchandise. He's not going to *beg* anybody to trade with him.

It isn't begging. It's a matter of informing people of the fine merchandise and service you have for them.

We, of Advertisers Exchange, feel we have something every druggist needs. We're proud of it—but we don't sit and wait for you to come to us . . . we come to you. So be every big manufacturer.

You can't wait for your community to come to you. You must go to them. They are the "mountain"—you are "Mahomet."

There are so many ways to sell your store to your community. How you greet people. How you treat people. How you treat employees. How your employees treat your customers. How you buy. How you display and advertise what you buy—and the services you render.

If I try to cover them all I'll get so involved I'll be like a lawyer I heard about. He was summing up a complicated case.

As he went through his legal bypaths he began to worry. He asked the judge: "Are you following me?" The judge said "I'm following you. But, I'd leave you if I knew the way back!"

So, let me concentrate on those points with which I'm most familiar—

Newspaper Advertising,

Display,

Selling,

Interprofessional Relations.

Here's where I get some opposition. "My

paper's no good. My paper's too large. My paper's too small. My town's too big. My town's too small. It's all right for the super market and the department store. But, not for me. I tried it and it didn't pay."

Once there was a man who told his doctor he wasn't feeling well because he ate too many olives—which mystified the doctor until he learned the olives were at the bottom of cocktail glasses.

What kind of advertising did these gentlemen try—how long did they try it? One trouble with some druggists is *they put the blame for a lot of things in the wrong place*. It's tough on the olives.

I go back far enough in this business to remember when the chain and department stores and the pineboards were going to put the drug stores out of business. I remember when the 5 and 10's were going to do it.

Today it's the super markets.

I intended to be the first man to lay this supermarket problem in front of a drug meeting. In 1944 I used supers as the subject of a talk I gave at the Massachusetts Pharmaceutical Convention.

Shortly before I met a super market owner on a plane going from Kansas City to Chicago. He told me about his drug sales—he showed me pictures of his drug department. I thought it was time to sound the warning.

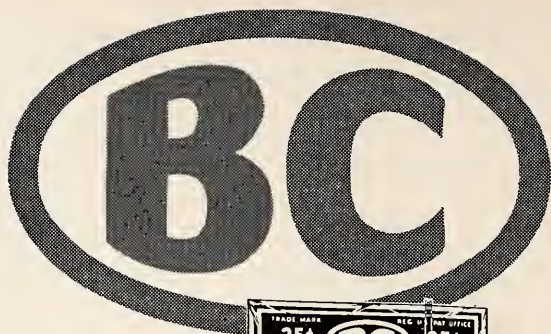
The late—and great—I. H. Bander of McKesson—one of the best speakers the drug industry ever produced—preceded me on the program.

He had arrived at the same conclusion, found the same sources of information, and gave the same talk—only better.

Instead of being the first to sound the warning, I was an embarrassed second—from which embarrassment I haven't fully recovered.

Nine years ago we were trying hard to make the druggist conscious of the dangers of super market competition. We wanted to show how the druggist could compete with them successfully—but to accomplish the latter we had to awaken the druggist to the danger.

(Continued on Page 371)



One of the Nation's Famous Trade Marks

Wherever people read newspapers and magazines, drive automobiles on the nation's highways, listen to radio or look at television—wherever people have headaches in the United States—"BC" is a well-known trade mark.

Every day, seven days a week, millions of people read about, hear about or see some form of "BC" advertising. Every week, 52 weeks each year, people in the United States are now buying an average of almost one and a half million packages of "BC" Headache Tablets and Powders.

Extra Dollars for You

Those who give prominent counter display to fast-selling "BC" reap the profits to be gained from this tremendous nation-wide advertising. More millions than ever before are now convinced that "BC" means quick headache relief.

B. C. REMEDY COMPANY

Durham, North Carolina

An Open Letter to the Members of the N. C. Pharmaceutical Association

By J. FLOYD GOODRICH

Did you ever stop to think what value the traveling Men's Auxiliary is to your Association? What they do? And how they pay?

Well to begin with, each traveling man who attends your convention pays a fee of \$15.00 toward the expense of the floor show and dance furnished you each year. The traveling man who is a member of the T.M.A. and does not attend the convention pays a \$5.00 dues toward your entertainment. The traveling man who is not a member of the T.M.A. contributes nothing to the T.M.A. entertainment.

The Coca-Cola boys pay their dues and then furnish you Coca-Colas free. The ice cream people pay their dues and furnish you ice cream and milk free. The cake and cracker boys pay their dues and furnish you with snacks and sandwiches. The paper cup boys pay their dues and furnish paper cups. The candy boys pay their dues and furnish lots of prize candies. The wholesale drug houses pay their dues and furnish golf tournament prizes, etc.

Most all the big pharmaceutical firms have memberships in the T.M.A. All wholesale drug houses have members in the T.M.A., in fact, most all firms doing business with the druggists of North Carolina support your organization by being members of the T.M.A.

Some salesmen and division men, when invited to join the T.M.A. ask: "What good will it do me or my company?" Mr. Druggist, please check the T.M.A. printed roster which will be mailed to you shortly and see which pharmaceutical houses are not supporting you through membership in the T.M.A. and you tell them whether or not they could be benefited by membership there.

The T.M.A. roster will be printed, packaged, stamped and sent to you as compliments of the T.M.A. very shortly.

The Traveling Men's Auxiliary is trying to help you build a stronger N.C.P.A. Our object—cooperation with N. C. druggists and promotion of good fellowship among

salesmen soliciting drug trade in North Carolina.

Will you please help us? Ask the traveling man who calls on you whether or not he is a T.M.A. member. If he is, he will proudly show you his membership card. Do that, will you?

To Reopen Store

Mrs. Frances Youngblood, daughter of Mr. and Mrs. E. F. Rimmer of Sanford, will establish a drug store in West End very shortly. The town has been without the service of a pharmacist since J. F. Smith closed his store and moved to Maxton.

Surrenders Permit

The Kay Drug Company of High Point, owned by Benjamin S. Klein, has been discontinued as a retail pharmacy and henceforth will be operated as a soda and sundry store. Mr. Klein has returned to Ohio, where he formerly made his home.

Now TABLETS, too!

Black - Draught

The Friendly Laxative

Be sure you have adequate stocks of Black-Draught Tablets, the newest form of this fast-selling, heavily advertised laxative. Remember how Syrup of Black-Draught skyrocketed into the best-seller class. Black-Draught Tablets, backed by the same proved promotion, should be one of your best profit-makers. Order today.

THE CHATTANOOGA MEDICINE CO.

Chattanooga, Tennessee

For sixty-eight years

- - - since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Named Director

J. I. Thomas, Dunn pharmacist, has been elected a director of the Dunn Chamber of Commerce.

Claims Hair Rinse Unsafe

Mrs. Pearl Hanrahan of Raleigh is suing Walgreen's for \$25,000 in damages which she claims she suffered as a result of disfigurement from a hair rinse purchased in the store.

Mrs. Hanrahan claims she used the hair rinse according to instructions. Shortly after rinsing her hair, her scalp began to itch. Her scalp, neck and arms presently became inflamed and irritated, then began to bleed and caused her "great pain and suffering." She had to be hospitalized twice, she contends.

How to Stay Healthy (1452)

Here is a poem found among the notes of Leonardo Da Vinci, who lived between the years 1452 and 1519:

If you want to stay healthy observe these rules:

Don't eat without appetite, and take light meals at night

Chew well, and what you take in

Should be well cooked and in simple form.

He who takes medicine is ill-advised:

Beware of anger, and flee the draft air.

Stay upright and after leaving the table

Do not nap after the midday meal.

Take wine diluted rather often than much,
And not without food on an empty stomach
Do not wait and neglect to move the bowels
And take exercise but not too fast.

Do not stay on your belly with your head downward.

At night keep well covered.

Relax your mind and

Flee gluttony and hold to a good diet.

"Money 2 Burn" Backfires

Eckerd Drugs, Inc. has been named defendant in a \$20,000 damage action instituted in the Buncombe County Superior Court by Mrs. Margaret H. Morris.

Mrs. Morris contends the drug firm has not awarded her a trip to New Orleans which she claims she is due as the result of winning a "Money 2 Burn" contest sponsored by Eckerd over KBTV in Charlotte.

Included in the amount sought by the plaintiff is \$5,000 for "embarrassment, humiliation and disappointment."

Try This if Short on Cents

To direct attention to its "1c Sale," the owner of a drug store placed 100 pennies in a jar and put the container on display near the entrance adjacent to a lot of sale banners.

At the end of the day there were 138 pennies in the jar. Customers thought they were "contributing to a cause." This is one way to make advertising pay off.

\$1,000 Taken

An office safe, containing \$1,000 in cash and a small quantity of narcotics, was taken from the Fletcher Pharmacy of near Hendersonville on July 17. The store was entered by removal of a panel in the rear door.

Named to BBB Board

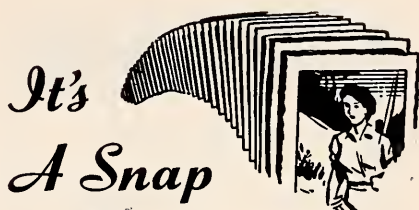
John T. Sullivan, secretary of Eckerd Drugs, Inc., has been named a member of Charlotte's Better Business Bureau.

Celebrates Affiliation

Fox Drug Company of Rockingham celebrated their affiliation with Rexall by staging a "grand opening sale." Door prizes, cakes and balloons were given away.

Lions Learn About Drugs

The Elizabeth City Lions Club heard a talk on drugs by H. J. Barnes, MSR of Eli Lilly Company, at one of its recent weekly meetings.



*It's
A Snap*

TO

**INCREASE YOUR
PHOTO
FINISHING
PROFITS**

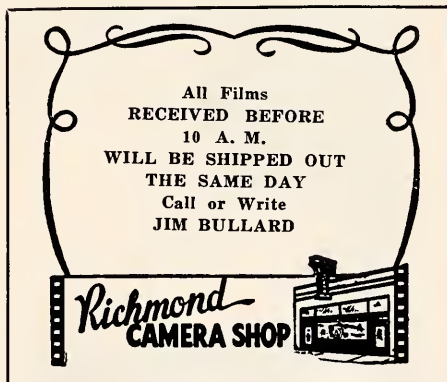
when you use the

**BEST QUALITY
MOST MODERN
FASTEST SERVICE
IN THE SOUTH**

at the LOWEST COST!

Inquire about

- ★ OUR DIFFERENT PRINTING PROCESS
- ★ OUR MAXIMUM DISCOUNTS



217 E. GRACE ST.
RICHMOND, VIRGINIA - DIAL 7-0759



"Borden's large variety of flavors and special items sells itself."



Daniel Appointed

Governor Umstead recently appointed E. C. Daniel of Zebulon as a member of the Medical Care Commission. He succeeded Paul B. Bissette of Wilson, who resigned in the early summer. Mr. Daniels' term ends July 1, 1954.

Deaths

ROBERT B. DODD

Robert B. Dodd, operator of the Bunn Drug Company of Bunn, N. C. for more than 42 years, died July 13. He was born in Franklin County near Pine Ridge on June 4, 1883.

RICHARD S. GORHAM

Richard Speight Gorham, age 70, died in Rocky Mount on July 27.

Mr. Gorham graduated from the UNC School of Pharmacy in 1903 and was engaged in the drug business in Rocky Mount for 50 years.

S. A. CHALK, SR.

S. A. Chalk, Sr. died in Morehead City on July 27 of a heart attack. Inactive as a pharmacist since 1921 when he sold his drug store, Mr. Chalk had been in the real estate and insurance field since that time.

Births

Born to Mr. and Mrs. D. E. Holt of Burlington, a son, D. E. Holt, Jr. Mrs. Holt the former Maryellen Millaway.

Mr. and Mrs. Robert Register Dees Burgaw announce the birth of a son, William Bryan Dees, on July 8. Mr. Dees operates the Dees Drug Store of Burgaw.

Mr. and Mrs. Harold C. Rich of Garland are the parents of a son, Harold Clayton Jr., born July 13 at the Sampson County Memorial Hospital, Clinton.

Putting "You" into Delivery Business

Durham Drug Company has a big delivery business. While it has its problems, James

Casteel says it is profitable business. Hence he is alert to new methods for further panding this phase of the store's sales volume.

One element that always is successful is put the personal touch to the transaction—let the customer know that he or she is something more than a sale on the register. Nothing new about this, but putting "you" into the transaction frequently is passed these days in the rush for dollar volume.

James R. or "Jim" frequently includes something extra in the package going out—small box of candy, a gift for the baby, package of gum for Tommy. There's no rule. Sometimes it is a get well note perhaps a brief message jotted down on prescription blank. But there's consistency here—letting the customer know you

are thinking of him and wishing him well.

When we visited Jim in his prescription department recently, we happened to notice a carefully lettered poem just brought in by the delivery boy. Seems Jim had included a canteloupe with some prescriptions going out to an elderly lady, and "grandmother" was so impressed she jotted down a poem in appreciation:

There was a young Druggist named Jim
Who climbed way out on a limb,
To send a canteloupe
To a crazy old goat
Who gobbled it up with a vim.

Jim is not motivated entirely from a business angle. A lot of what he does is purely for the sake of doing good, of being genuinely interested in the other person's welfare. But when so activated, bread cast upon the water returns to bless the person in unexpected ways.

Certainly this has proven to be the case at Durham Drug Company with James R. Casteel.

Announcing

NEW DISPLAY DEAL

For

TINA-CIDE

Now packed Seven (7) bottles to the Display carton. You pay for Six (6)

NEW PRICE—50c

List \$3.60 Dz.

Order from your Drug Jobber
and get bonus with order.

**AT THE FOUNTAIN
OR
IN THE CABINET**



**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM
IS EVERYBODY'S
FAVORITE**

**ALWAYS A SALES
AND
PROFIT BUILDER**

RALEIGH, NORTH CAROLINA

What the Clubs are Doing

NORTHEASTERN

Members of the Northeastern N. C. Drug Club had an unusual treat in July—a four hour trip down the Neuse River from New Bern.

One of the finest yachts in the state was used to convey the members down river. Before returning to New Bern, all hands turned out for barbecue.

WILMINGTON

Four new members were taken into the Wilmington Drug Club at the July 10th meeting, held at Wrightsville Beach. The were Mesdames Aldspatts and Glisson o Walgreen's; Lee Maxwell (Winthrop) and Warren Earhardt (Merck).

A movie on "Cortone" was shown by Mr. Warren Earhardt.

WESTERN NORTH CAROLINA

With Tom Bennett putting just the right touch to the sizzling steaks, the annual picnic of the Western N. C. Drug Club was destined to be a big success. And so it was. Members of the Club, their wives and friends gathered in Asheville's Rhododendron Park on July 10th to partake of Bennett's steak a la Lilly, liberally reinforced with the usual trimmings. After the last succulent morsel had fulfilled its destiny, all present agreed the picnic measured up to the officers' highest expectations.



New Church Organized

A new community church was organized in Chapel Hill on August 2 at a meeting held in the Institute of Pharmacy. Since this was the second new church organized in the building, a local minister said the Institute ought to be called "Mother Churches."

Located in the middle of the Village area with a comfortable 108-seat auditorium, local groups find the building a desirable place in which to meet, especially when off-campus get-togethers are desired.

HOWELL HALL HAPPENINGS

Why is it in human affairs that the person who ought to know about a specific situation will be about the last one to learn of it?

A good example was the extreme dissatisfaction of a pharmacist concerning the prescription pricing of an employed recent graduate. When the pharmacy dean learned of this situation an exchange of correspondence led to the discovery of general agreement, a method for obtaining satisfaction, and a warm friendship.

Another situation, learned by happenstance, concerned a pharmacy apprentice who resigned a summer position after two weeks because some work in the front of the pharmacy and work on some evenings and some Sundays were required. It was stated that the work interfered with dating! When the pharmacist tells this to twenty others and each of them tell twenty more, there is tendency to generalize "Is this what they teach the students at the School of Pharmacy?"

It certainly is not, and such actions should be known at the school—for correction if possible, for useful information in considering scholarship applications, etc.

Mr. W. A. Ward, president of the North Carolina Pharmaceutical Association recently requested information concerning the number of North Carolina residents who were students in neighboring schools of pharmacy during the year 1952-53. It turns out that the total was twenty-three as follows: one at the University of Florida, six at the Southern College of Pharmacy, two at the University of Georgia, six at the Medical College of South Carolina, five at the University of South Carolina, two at the University of Tennessee and one at the Medical College of Virginia.

It was with greatest appreciation and satisfaction that announcements were recently received from the American Foundation for Pharmaceutical Education that grants for a total amount of \$6,295 were awarded to graduate students majoring in pharmacy and pharmaceutical chemistry at the University of North Carolina. The fellowship holders

are: Claude Piantadosi (summer only), William D. Cash, Ben F. Cooper, C. E. Kimsey (from Tennessee), and George R. McClure (from Georgia). The school also receives \$400 for undergraduate scholarships each year.

Mr. Francis X. Stanley of Atlanta, Georgia has established a new undergraduate scholarship through the Charlotte Woman's Druggist Auxiliary as a memorial to his mother, Mrs. Mary Lawton Stanley.

Three graduate students majoring in pharmacy are taking a special course in Food and Drug Law in the Law School during the second summer session. They are Earl Brown, C. E. Kimsey, and Claude Piantadosi.

On June 8 Miss Decie M. Kirk of Hillsboro started work in her position as staff stenographer in the School of Pharmacy replacing Mrs. Joem Henning who resigned when her husband graduated from the School of Business Administration.

Victor Hartung, son of Dr. and Mrs. W. H. Hartung, received his wings and commission as 2nd Lt. on May 1. He is now receiving further training in gunnery and formation flying as a jet pilot at Luke Air Force Base, near Phoenix.

Dean E. A. Brecht addressed the members of the Mecklenburg Pharmaceutical Society on July 7 in Charlotte. He discussed the current affairs at the School of Pharmacy.

Dr. and Mrs. W. H. Hartung spent the week end of July 25 in Western North Carolina.

Prescription Balances Repaired

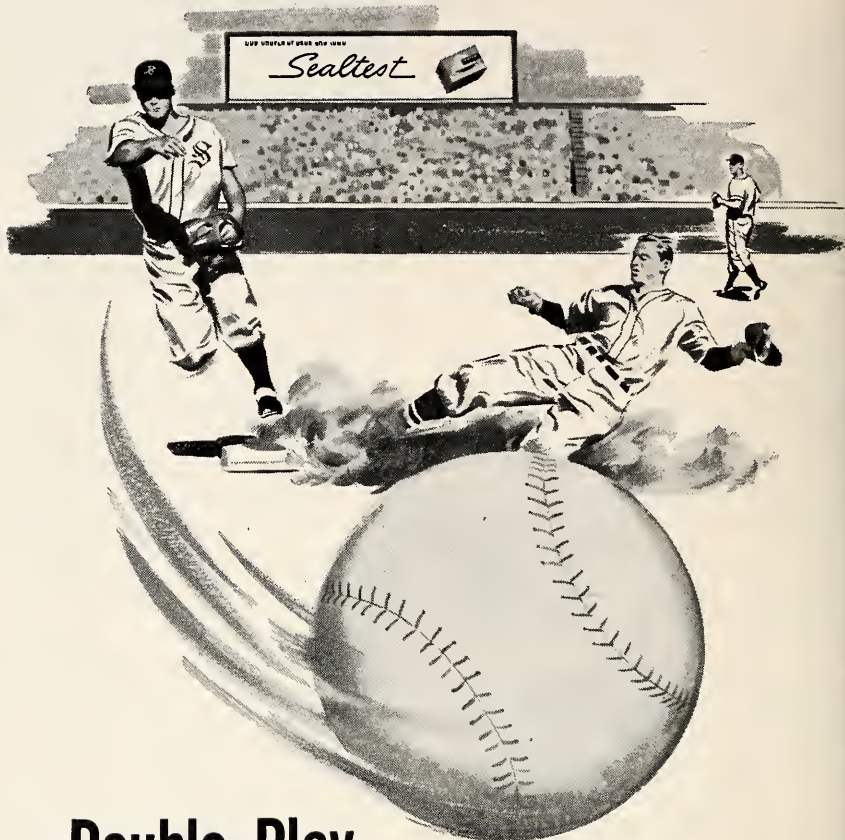
Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.



Double Play for Profits

Big-league advertising and heavy-hitting promotional ideas team up to make a double play for customer dollars, keeping Sealtest fountains busy as Yankee Stadium on a Series day.

The Big Top television circus, advertising in Life and Saturday Evening Post, and in radio and newspapers in your own home town; these are only half the ball game. To bring home the national advertising, Sealtest dealers have available smash promotional ideas and material to raise the score in fountain traffic and purchases per customer.

Want to play with the winning team? Just call your local SOUTHERN DAIRIES SEALTEST OFFICE.

SELLING YOUR STORE

A lot of people joined that crusade and succeeded too well. Too often now, we find, apathetic resignation among druggists. Of course the supers sell more drug items. People go to groceries every day for bread and milk. Manufacturers and wholesalers sell them." (Olives again.)

The pineboard, the variety chain, the department store didn't put the druggist out of business. The super market won't do either.

Thanks is due to better prescription business—higher prices, etc. *But, 1952 was the best year the druggists ever had.*

Since the war boom days began, the retail drug business looked forward to the 4 billion dollar year. You had it in 1952 for the first time . . . while the supers were having their best drug year—one half billion, one-eighth of the drug store volume, by the way.

Let me use 2 illustrations from the food business to prove why those druggists who live up are foolish.

Supers are large in size but they were full of merchandise before they ever handled a drug item. They are confined by four walls, just as you are. *To get in super markets, drug items must displace food items.*

I'd like to tell you about a drug item advertised in a recent issue of a food journal. I'm naming no names because it would be unfair to name one and not the others.

Also, you can't blame the manufacturers too much. There was extra business to be had and you people as a group didn't get it for them. Manufacturers need the extra sales to pay extra costs, taxes, etc. . . . the same as you.

But, here's an ad that appeared in a recent issue of a food trade journal. The headline: *"You Would Have to Sell 6,720 Cans of Milk—to Equal Your Profit on 1 Gross of 'Brand.'"*

It goes on to tell the super market it could have to sell 2112 packages of Corn flakes, or 3540 jars of baby food (remember when that was a drug item) or, 4,140 cans of tomato soup, or 2,316 boxes of soap powder, or a ton and a half of sugar—to make the profit you, or the super, makes on

144 little packages of "brandname."

They are fighting for displays and space inside the market's 4 walls. *But, if that product is so good for the market, why isn't it good for you?* You've had it all the time.

Now just as a drug item must fight its way inside the super's 4 walls—so must it fight its way inside the borders of the super's ad.

You see big ads for supers. Once in a while you see double pages and 8 and 16 page sections for special occasions. But, by and large, the food ad is limited by the size of the page, 8 columns full.

This ad was full of merchandise, headings and copy to sell the market, fruit, vegetable, and meat illustrations—*before there were any drug items to be advertised.*

As in the store, drug items can't get into the ad before they displace food items. So, here is the way a drug consultant to the food industry opened a talk about 3 months ago in Chicago.

"What is the second thing you do when you go into the bathroom in the morning?" He said, "probably you brush your teeth. You use a toothbrush, a dentifrice, a razor, shaving cream—maybe you use some talcum, an aftershave lotion, you may put something on your hair and spray something under your arms.

"Why, you use seven to 10 drug items before you get your glass of orange juice, or your first cup of coffee . . . your first food item of the day."

This man went on to tell the market operators of the traffic building qualities of drug items and of their value to the market.

Now, you've had these items all along . . . *If they are good enough to develop traffic for the market, that has bread and milk, they ought to be good enough to develop traffic for you.*

You may not have seen many drug items in food ads so far—but you won't have to wait long.

Now, I'd like to see you do something for your own sake—and I mean your own sake—even if you wanted us we couldn't

(Continued on Page 373)

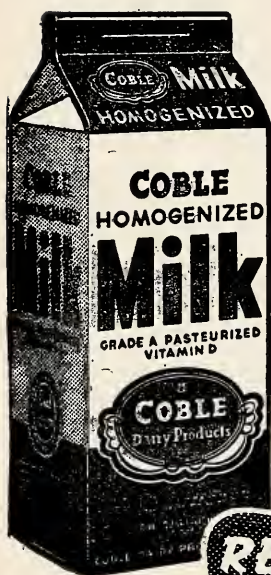
Reach for



COBLE MILK

in the new

**DAIRY GOLD
CARTON**



SELLING YOUR STORE

Take care of all of you due to previous commitments.

Get a consistent newspaper campaign going. Don't look for excuses to let you out of this. When someone makes an objection to newspaper advertising—don't accept it with open arms . . . question it. Look for ways to make it work—instead of excuses to avoid trying it.

Remember your ads are competing with other ads. Although not offering the same merchandise, all ads are competing for the same money. *An ad that attracts attention is not enough. You must have an ad that attracts the lady's attention from the ad she just read!*

Competitively, remember Fair Trade means just that . . . it is *fair*, it works in many ways. Nobody has a better price than you and you don't have a better price than anyone else.

You have quality. They have quality. You have courtesy. They have courtesy. You have personality . . . so does your competition. You have more chance to use than many of your competitors.

Your job is to put more people in contact with your personality. *You can do this with newspaper advertising in daily or weekly papers.*

Consistency is essential to successful advertising. Be prepared to finish what you start. *Be prepared to spend your own money* (an ugly thought, perhaps, but a wise one).

Use nationally advertised, seasonable, traffic building items. Use them when they are being advertised in the magazines many of you sell. Use them when their radio and television shows are most popular.

Now, you'll get allowances from time to time on good items. Accept them, of course, if the item will build traffic. *But, no matter how many good ones you get, be sure to spend some of your own money.*

The super markets have adopted an idea we have recommended to drugstores for many years. Many of them pay for 90 inches of space a week themselves. That price is for headline, copy, illustrations, and traffic-building items. They'll buy as much extra space as they can get the manufacturers to pay for.

You don't have as many types of merchandise to sell. You could use 20 inches, or 36 inches, for yourself and add as much good cooperative as you can get.

Guesswork has been removed from advertising by the Readership Surveys . . . such as those conducted by Dr. Chilton R. Bush, of Stanford University.

The smallest ad is not always the cheapest. Neither is the cooperative. Sometimes they cost much more.

I have with me a survey that covers everything in the paper . . . news, features, all kinds of advertising.

In the retail drug field, in this survey, there are the ads of 2 chains and 3 independents.

One chain, in 40 inches, paid a little more than 1 cent a reader. Another chain paid a little more than 2¼ cents per reader with a larger ad of 47½ inches.

One independent used 44 inches of space, jammed the ad full of items, he used no copy, no illustration *and paid almost 3 cents a reader.*

Another independent used 14 inches of space for a cooperative with his name at the bottom. After crediting him an allowance of 50%, he paid 3½ cents a reader.

Another independent beat them all. He used 40 inches, heading copy, items of his own, plus cooperatives. *He paid a little more than one half cent per reader.*

That independent laid out more of his own money than his brother independents and the 2 chains. (The latter might have been advertising for allowances—some chains are in the advertising business.)

He laid out more money but his advertising cost him less. Any good advertising man can give you the details. I have the Survey with me. I'll be glad to show it to anyone who is interested.

To turn this type of traffic-building advertising into sales and profits, *your display and sales effort must be tied in with it.* A lot of you do well with display and rather well with selling. I'll run out of time if I try to cover that subject.

Last evening, however, I was requested to say a word about self-service. We're not in the fixture business, but we have much

(Continued on Page 375)

"You're kiddin', Mom....This can't be medicine!"

Kiddies find it hard to believe that the rich chocolate-mint flavor of Suspension 'Sulfa-Neolin' *could* be medicine. Yet, it is a powerful, effective antibacterial. Each 5 cc. (approximately 1 teaspoonful) contain:

Sulfadiazine.....	0.167 Gm.
Sulfamerazine.....	0.167 Gm.
Sulfamethazine.....	0.167 Gm.
Dibenzylethylenediamine Dipenicillin—G....	300,000 units

in a ready-to-use chocolate-mint-flavored suspension. Stable at room temperature for twenty-four months. No refrigeration required. Available in 60-cc. bottles.

We are a Lilly distributor. Send your orders to us.

THE PEABODY DRUG COMPANY Durham, North Carolina



SUSPENSION

'Sulfa-Neolin'

(BENZETHACIL WITH SULFONAMIDES, LILLY)

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

SELLING YOUR STORE

information about self-service fixtures in our office and we are in a position to obtain any information you may want on the subject of self-service or semi-self-service.

Price Williams has the information, or can get it, for you and will be glad to do it. Supers have taught people to find all brands in one place, plainly price marked.

Yesterday, on the way to Pinehurst, we stopped in one of our customer's stores to get a certain brand of spray deodorant. The store was very busy and we were trying to help out by finding our own purchase. We had to look in four or five different places, where various spray deodorants were displayed, before finding our brand. We didn't have time yesterday to tell our customer about this, but we will.

Also, since preparing this talk, I received some new information—not yet published, but it will be. For years we have been checking between 800 and 900 stores under some 500 different owners. The volume ranges from as little as \$45,000 a year up to \$575,000, which is an unusually good cross-section.

These stores enjoyed a 1952 over 1951 increase of 9.08 per cent. National average increase, according to Drug Topics, for the same period was 3.3 per cent.

These advertising drug stores enjoyed an increase last year of three times national average.

Another way to look at it is—a little more than one per cent of the stores did over two per cent of the total sales. Can you ask for any further proof?

Now, for one more specific point. *Doctors are an important part of your community.* Nobody, with an ounce of sense would live in a town without a drug store. No one would live in a town without a doctor.

I can get five different opinions of doctors from five different druggists. But, unless doctors dispense in your area—they *write prescriptions*, and play an important part in your life.

I don't claim that any doctor will send all prescriptions to a certain store because that store helps him with a service or is kind to him with gifts.

I do claim that doctors can buy their own

whiskey, hams, and clinical thermometers. They have a hard time remembering who sent what—on December 26th.

It has been said that what is needed by doctors, is not more medical publications, but, some means of digesting and reviewing the vast amount of scientific material now published.

Drug Trade News, quoting the University of Minnesota, says doctors subscribe to nearly seven medical journals a month... and that they receive an average of over 10 pieces of direct-by-mail from pharmaceutical houses a day!

There are 68 important medical journals—so it is no wonder that the importance of co-ordinating medical literature was a subject of discussion at an International Conference recently held at Geneva. . . . the World Health Organization has concerned itself with this subject.

These organizations, I have just mentioned, are, of course, concerned with all scientific publications.

Our purpose is to provide the practicing physician *with the means of scanning that material which will help him in his everyday work.*

Doctors, like everyone else, like that kind of gift and are grateful for it. *It is more than a gift—it is a real service.*

Among your membership there are many pharmacies that have evidence that a capable, concise abstract service *can help a doctor in his daily work.*

Here are two notable examples: one of your members told us of a doctor who had misplaced his copy and came to the store to obtain information, before performing an unusual type of surgery.

Another member received a call from a doctor, who was operating on a bleeder. He gave the pharmacist the page number of the abstract and asked the pharmacist that the prescription be brought to him at once.

The pharmacist did, of course, and the bleeding stopped. I think we can say a life was saved. *That, certainly, is selling a drug store to a community.*

Doctors write more prescriptions with this type of abstract service. As the edi-

(Continued on Page 376)

SELLING YOUR STORE

torial policy is completely free *it will not add to prescription department inventory.*

We know doctors write more prescriptions because we have counted them. They are inclined to phone prescriptions to the store who equips them so well. Maybe not out of gratitude—but it is easier.

We know this to be true because we have made comparative checks of doctors contributing to the files before and after the inauguration of this type of abstract service.

So, you can sell a drug store to your community in many ways—you can sell it by your location, your attitude, your personality, your buying—by advertising to the public and by rendering a valuable service to your doctors.

It is said that Gary Crosby, Bing's oldest son, wrote a high school composition on Socrates that went like this:

"Socrates was a Greek. He was a great man. Socrates was a philosopher—he went around telling people how to run their business—and, *they poisoned him.*"

Take it easy, please . . . thank you very much.

**POWERS-TAYLOR
DRUG COMPANY**

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

Dean Addresses Rotarians

Dean E. A. Brecht was guest speaker at the July 28th meeting of the China Grove Rotary Club. Introduced by Pharmacist Rotarian John H. Brown of the Brown Drug Company, the Dean discussed "Trends in the Development of New Medicinal Products."

Returns from 2600 Mile Trip

Mr. and Mrs. Dorsey Welch and their daughter, Jane, have returned from a motor trip to Canada. They stopped off three days in New York City, and while in Boston visited a cousin, James Welch, at the Welch Candy Company. This firm, incidentally turns out 60,000 pounds of candy a day.

Other points visited included the White and Green Mountains of the New England States; Montreal in Canada, then back into the U. S. for a week-end at Lake Placid. The Welches spent two days at Niagara Fall and returned by way of Pa. While in that state, Mr. Welch stopped for a visit with former classmate, Jack McLaughlin.



"IT'S FAMOUS

because

IT'S GOOD"

Stock Now to Ring Up Record Sales



From kindergarten to college, your profits go up when they go back to school—if you stock up now from Bodeker. School supplies, fountain



Wholesale Drugs
since 1846

pens, stationery, luggage sundries: check our complete selection of back-to-school merchandise. Then order today from Bodeker — to ring-up record back-to-school sales and score a plus in your profits.

The Bodeker Drug Co.

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"More than 100 years of friendly and dependable service"

**Announcing the 1953 Opening
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KING'S DISPLAY ROOM
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"GIFTS GALORE"
—for '53!**

We will have "Gifts Galore" for all members of the family. You are cordially invited to visit our display room early and look over the wide variety of merchandise which we have to offer you.

Shopping early ensures prompt and complete deliveries. Be prepared for this extra fall and holiday business.

W. H. King Drug Company

Raleigh, North Carolina

"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



UNUSUAL RX—Sam Jenkins, Walstonburg pharmacist, inspects prescription written on a piece of 2 x 4. Story on Page 428.

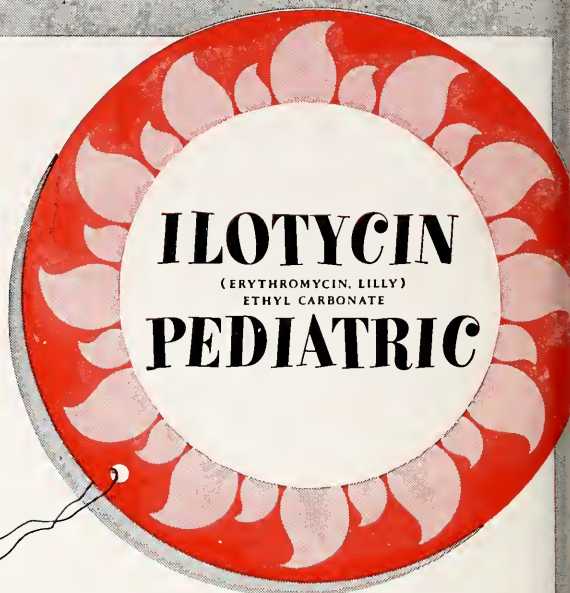
1, 1953

IN THIS ISSUE

- Rx Survey
- West Elected
- Men in White

the most effective
antibiotic for the
common bacterial
infections
of childhood

*In a new
palate-pleasing
liquid form . . .*



APPROVED Junior Taste Panel



Also available:

Tablets 'Ilotycin,' Crystalline,
100 mg. In bottles of 36 and
100.

Tablets 'Ilotycin,' Crystalline,
200 mg. In bottles of 24 and
100.

- Palatable; taste-tested and approved by the junior taste panel.
- Minimal gastric irritation, nausea, and diarrhea.
- Especially hard-hitting against streptococcus, staphylococcus, and pneumococcus infections—the most frequently encountered infections in children.
- Very stable in dry form. Water is added to the dry powder when it is dispensed; in this form it is stable for two weeks even when kept at room temperature.

How Supplied: In 60-cc. bottles which provide twelve teaspoonful doses. Each teaspoonful (5 cc.) of 'Ilotycin,' *Pediatric*, supplies 100 mg. of 'Ilotycin' as the ethyl carbonate.



THE ORIGINATOR OF ERYTHROMYCIN



favoured by physicians for the special needs of older patients

GERIPLEX® KAPSEALS®

Geriatric Vitamin-Mineral Formula

GERIPLEX is favored by many physicians because it aids in the practice of preventive geriatrics. Each Kapseal contains essential mineral nutrients and eight important vitamins, plus the starch-digestant, Taka-Diastase,® and rutin.

Patients usually need one Kapseal daily as a supplement to the regular diet. During febrile illness, preoperative or post-operative periods, or whenever the possibility of vitamin deficiency threatens, dosage is adjusted by the physician as required.

Each GERIPLEX Kapseal contains:

Vitamin A	5000 units
Vitamin B ₁ (thiamine hydrochloride)	5 mg.
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Crystalline Vitamin B ₁₂	2 mcg.
Nicotinamide (niacinamide)	15 mg.
Vitamin C (ascorbic acid)	50 mg.
Choline dihydrogen citrate	20 mg.
Mixed Tocopherols (vitamin E factors)	10 mg.
Taka-Diastase	1 gr.
Rutin	25 mg.
Ferrous sulfate	30 mg.
Copper sulfate	4 mg.
Manganese sulfate	4 mg.
Zinc sulfate	2 mg.
Dicalcium phosphate (anhydrous)	200 mg.

GERIPLEX Kapseals (No. 382) are supplied in bottles of 100 and 500.



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A recent installation of Bastian-Blessing Soda Fountain
Luncheonette equipment at

H. R. Horne & Sons

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A recent installation of Key Line Store Fixtures at

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More Popular Than Ever!



FROM THE LOVERS of yesterday the lovers of today have inherited the Old Southern Custom of giving Nunnally's. And they are using Nunnally's Box Bountiful more and more as a symbol of affection. Why not give that lovely lady a thrill with a box of Nunnally's today?



GIVE
Nunnally's
THE CANDY OF THE SOUTH

OWENS & MINOR *Announces:*

Gifts Galore

**the Biggest Christmas Promotion
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RADIO 533 radio stations...
5 different MBS network pro-
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weeks before Christmas... 15
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Dave Garroway's "To-
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A COLOR SPREAD IN LIFE

Runs December
7th... reaches
over 26,000,000
people... with
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displayed in beau-
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powerful traffic
builder that says
"Your drug store
has Gifts Galore!"



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With Your Own
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Put your store on a par
with any chain or depart-
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Owens & Minor Drug Co.

"GOOD DRUG WHOLESALERS SINCE 1882"

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RICHMOND, VIRGINIA

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

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SEPTEMBER, 1953

No. 9

Ethics and Education

Commenting on some recent unfavorable newspaper publicity brought forcefully to his attention, a member of the NCPA makes these pertinent observations:

Knowing you as I do, knowing your high ideals and beautiful dreams about the possible future of Pharmacy and its hard struggle for a higher place in the sunlight of public esteem, and, I might add, its rightful place among the "sister professions," Medicine, Dentistry, Nursing, and Sanitary Engineering, I was wondering if we have not failed completely thus far along the way to give the Pharmacy students during their college and university processing—which we call education—a few essential and all-important subjects of study such as Ethics, Logic, and Philosophy.

I am not advocating and suggesting that we turn our Pharmacy School into an Institution of Theology. And I'll be the very first one to agree that these subjects mentioned all seem to border on the edge of Religion and Morality, if not Theology itself.

But, now bear with me, as Will Rogers so often said and wrote in his column: All I know is what I read in the newspapers. The things I've read lately in the papers concerning fellow Pharmacists has seemed appalling, to say the least. And if only a small fraction of the things I've heard from day to day lately is true, we have failed, and at that, most miserably in our education processes when these, our Fellows, were coming along in school.

Without going into details and long discourses that have already been publicized in the newspapers both within our state and abroad concerning those who have been caught and have stood trial, accepted the judgments, and stiff fines, the cold facts stare us in the face.

As a profession we're not guilty, and yet we will admit there are some individuals who did thus and so without thinking. A chain is only as strong as its weakest link. Individually these were weak links! We must all suffer because of these unthinking individuals. Perhaps they were never taught to think things through and to reach correct judgments before acting. Emotionally a so-called complex is an awful thing. It is like a pack of sewer rats eating out one's very soul.

All of us are striving and working for better public relations or at least we all give lip service to this proposition. Then, too, we beg and even pray for better inter-professional relations. We cry out in our misery that the physicians and doctors do not understand us, for if they did they would send more prescriptions our way instead of administering injections in their own offices and giving samples of medicine to people. Perhaps, after all, the doctor does understand us. Before perfect inter-professional relation can come, as the old negro sings, "there's got to be some changes made."

I don't think there is much we can do
(Continued on Next Page)

Still Active

High tribute was paid to Pharmacist E. R. Thomas of Erwin by *The Dunn Record* of July 24.

Mr. Thomas has operated a drug store in Erwin since 1905, although for nearly 20 years (in 1926) the town was officially known as "Duke."

His pharmacy training was received in Raleigh under the late William Simpson. While attending school, Mr. Thomas worked for another well-known pharmaceutical figure of that era—W. M. Yearby.

It is interesting to note that for some 23 years Mr. Thomas sold the only automobile tires purchased locally. He got started in the business by ordering tires as favors for customers. As cars became more numerous, the orders increased to a point where his store was designated as an "agency."

"After the stations began to sell tires, I dropped out of the business," Mr. Thomas said. Now he is contented to run a modern drug store.

There are four sons in the family: Phillip, a pharmacist of Roxboro; Edward and Frederick (twins) in business with their father; and B. G. (Tye), manager of the Erwin Furniture Company.

New Corporation

Pappas-Hemingway, Inc., Gastonia. To manufacture, buy, sell, etc., in drugs and pharmaceutical items. Authorized capital stock \$100,000, subscribed capital stock \$300 by Charles J. Henderson, Davis H. Henderson and C. E. Hemingway, all of Charlotte.

Chapel Hill Visitor

Sam E. Welfare recently spent a week in Chapel Hill, part of which was spent in the Memorial Hospital where he underwent a series of tests. Before returning to Winston-Salem, Sam reported he felt much better.

Having a bit of free time while the laboratory technicians did their work, Sam toured the Village with Clyde Eubanks, who delighted in showing his old friend the changes that have taken place on the campus and the new residential developments that have popped up on the outskirts.

Arrested

Four men were arrested in Winston-Salem following theft of merchandise valued at over \$1,000 from the Acadia Pharmacy.

ETHICS

(Continued from Page 381)

about these older ones in the profession. Their doom has already been signed and sealed. They will prosper for a season at least.

Helpless as we are when it comes to helping these black sheep we can resolve that we can and will do something about these young Pharmacy students while there is yet time and opportunity. When we graduate them let's send them out well taught in these three subjects that I've been writing about. Let's do our best to teach them to think for themselves. Let's teach them that this old world is not perfect, but that it is their obligation to put into their lives things that will lift up both themselves as individuals and as members of their profession.

Perhaps others of the "old school" where these subjects were not taught will take heed and turn over new leaves while there is yet hope of having sins forgiven by Him who inspired one of His early scribes to write these few soul-searching words: "Shall He who fashioned the eye not see? And shall He who designed the ear not hear?"

And, if I remember correctly, the same Authority also had a scribe who wrote "There is nothing hid that shall not be revealed; that which was whispered in secret and in darkness will eventually be proclaimed from the house top."

Institute Schedule

It's fall and football time.

The Institute of Pharmacy will be open each game day: Sept. 26 (NC State); October 3 (Washington & Lee); October 12 (Maryland); October 31 (Tennessee) and Nov. 14 (Notre Dame).

Bring your picnic lunch. We will have cold drinks and hot coffee. Meet your friends at the Institute prior to the game. Plenty of comfortable seats in the auditorium and space for 50 cars in your parking lot.

Vest to Head NCPA in 1954-55

W. Latham West of Roseboro will be installed as president of the NCPA, 1954-55, at the next annual meeting of the Association. Mr. West was chosen for the post in mail ballot election conducted during July among members of the NCPA.

Other officers to be installed with Mr. West include: W. B. Gurley, first vice-president; Jesse W. Tyson, second vice-president; and C. D. Blanton, third vice-president.

W. A. Ward of Swannanoa, whom Mr. West will succeed as president, was elected member of the NCPA executive committee for a 3-year term.

Renamed directors of the N. C. Pharmaceutical Research Foundation were Paul B. Sette, Sr. of Wilson and P. J. Suttle of Hickory and Valdese.

H. C. McAllister will be recommended to W. Umstead for re-commissioning as a member of the State Board of Pharmacy. McAllister, who serves as Secretary-Treasurer of the Board, will complete his present term on April 28, 1954.

The ballots were tabulated and the results announced by a Board of Tellers consisting of W. Moss Salley, Asheville; Joe T. Russell, Lenoir; and W. M. Jordan, Jr., Marion. Feature article—Ballot counters in Action—written by Jim Harrison of Asheville appears in this issue of the JOURNAL.

Mr. West, who has served successively as third, second and first vice-president of the NCPA, is a native of Sampson County. He attended the Roseboro High School and Wake Forest College before graduating from the UNC School of Pharmacy in 1925.

He is a deacon of the Roseboro Baptist Church, a member and past president of the Rotary Club, a member of the Masonic Lodge, and is serving his second term as a member of the Sampson County Welfare Board.

Mr. West has also been active in Boy Scout work, being a former chairman of the local district Scout groups.

His pharmacy apprenticeship was with his uncle, Mr. D. W. Tart, now retired and living near Greensboro. After completing his work at the University, Mr. West re-

turned to Roseboro where he became a partner in the Tart & West Drug Store. Later, he became sole owner of the business.

Mr. West was married to Miss Bettie Shearin of Whitakers in 1926. There are three children: Waits A., also a pharmacist, and two daughters, Betty Lynn and Matilda.

It is interesting to note that the present NCPA President and the President-Elect have been close friends for many years. They roomed together while attending the University, and over the years have maintained their friendly relations by taking their vacations together, either in the mountains or at the seacoast. Ward, being in the mountains, prefers the seacoast; West, being near the seacoast, prefers the mountains. So they compromise and take two vacations.



W. LATHAM WEST

Returns to Jacksonville

After about two months of relief work in North Wilkesboro, Washington and Southport, Charles A. Taylor has accepted a permanent position with Almand's new drug store, Tarriawa Terrace, Jacksonville.

For many years Mr. Taylor was associated with the Ketchum Drug Company of Jacksonville.

announcing:

acceptance by the **A.M.A.**

Council on Pharmacy and Chemistry of

Benzedrine* Sulfate

AMPHETAMINE SULFATE, S.K.F.

Spansule[†]

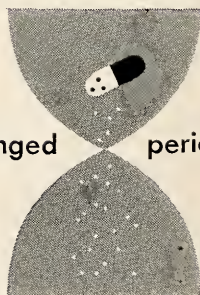


brand of sustained release capsules

"Council acceptance" means that, after
critical examination, the A.M.A.

Council has recognized the claim made for
'Spansule' capsules:

uniform release of medication over a prolonged period of time



'Spansule' capsules offer the physician:

1. sustained, uniform therapeutic effect
2. smooth, uniform action
3. convenience—just one dose daily

Smith, Kline & French Laboratories, Philadelphia

*T.M. Reg. U.S. Pat. Off. for racemic amphetamine sulfate, S.K.F.

†Trademark for S.K.F.'s brand of sustained release capsules (patent applied for).

A World in White

By MAURICE L. CABLE, R.Ph.

It was a routine medical check-up. The doctor was reading a wet chest film and I, in a complacent mood, idly studied the various instruments and drugs displayed in a medical case.

Presently, he emerged from the dark room with a serious frown and a puzzled look at me.

"I do need some laboratory verification, but my diagnosis from this chest film is pretty definitely Tuberculosis." The doctor paused, then added: "I recommend immediate hospitalization."

Tuberculosis!

In an instant the borders of the wide world thundered with catastrophic speed until it reached the confines of the hospital bed, a 4 by 7-foot world in white in which I would live for many months.

As a pharmacist of many year's experience, especially in the professional, retail classification, I felt the impossible had happened. The pharmacist is regarded as a sort of disease-watch-dog, so to speak, with a general idea of the paths serious ailments travel, due to his training in the dosage, administration and purpose of the materials he dispenses. He is far from a diagnostician and does not attempt to usurp the prerogatives of the physician, but is expected to know something of the nature of the common diseases.

In spite of the attempted education of the public and associated professions to medicine, the average lay person includes hemorrhage, severe cough, and the pallor of death with first symptoms of tuberculosis.

How tragically wrong!

My case, I am told, presented an early infiltration of the disease, which was fortunately brought to light by a routine, medical examination by my family physician. Symptoms? Yes, but vague. No cough, except light (cigarettes). Some tiredness (overwork) and no chest examination for over six years.

The *tuberculi bacilli* move fast, and in a short time I had developed a tubercular pneumonia of an entire lobe, fortunately, without cavitation.

So the fight back to health starts. You are dealing with a killer. (You know, you have seen the statistics.) But now, this is personal.

How many thousand doses of Streptomycin have you sold with only a fleeting thought of, "used for what?" How many gallons of PAS without a single shudder at the disagreeable after-taste?

You get it all, and you thank God for giving man the insight to find and use these drugs.

Fever, night sweats and anorexia disappear under the domination of these miracles, and with bed-rest you improve.

Iso-nicotinyl hydrazide and *pneumo-peritoneum* enter the armamentarium of your physician and progress quickens. Your faith in God and the blessings given to medical science has lighted the path for your return to the world of people and family you left months ago.

"A nice dissertation, what does he want—sympathy?," asks reader pharmacist.

Definitely, no. I hope that fewer people will need to undergo treatment for the *white plague*, tuberculosis in the coming years, and my personal experience, I hope in telling, might alert more pharmacists to the need of frequent chest examinations and visits to the family physician.

(Continued on Page 386)

The Committee invites the presentation of papers and essays of "A World in White" by Maurice L. Cable and hopes that every pharmacist will heed its moral.

The Committee invites the presentation of papers and essays of practical or scientific interest and, in unison with the Secretary-Treasurer of NCPA, will arrange the most convenient and appropriate time for presentation.

The Committee will also be happy to collaborate with any NCPA member in the preparation of any papers or essays.

—James W. Harrison, Chairman

A WORLD IN WHITE

My ward houses fifty-four patients, all victims of tuberculosis. Farm boys, lawyers, mechanics, accountants, yes, and doctors who failed to heed the first signs of the disease. Quite a few attempted to find relief in self-treatment because the symptoms didn't fit in with the accepted view of classic tuberculosis. "It just can't happen to me. I'm not that sick!"

This institution estimates a hospitalized period of twelve to eighteen months at a cost of ten to fifteen thousand dollars for the treatment of the average, early case. This is a staggering sum for most of us. A few patients leave earlier, many stay longer.

How many times have you sold a stomachic tonic or a "shot-gun body builder" when your customer asked for something you recommend for "that tired feeling—just can't eat, have a little cough, but that's probably from a cold I had last month?"

That is suspicious of tuberculosis, and you can render a greater service to that person to refer him to his doctor. If your customer is found to be in good health, the price in his relief is worth it and the esteem and respect for his pharmacist will increase immensely. If he is unfortunate enough to have contracted tuberculosis, then you may benefit from his treatment. At any rate, you, Mr. Pharmacist, have rendered a public service and can practice your profession with a clear conscience. That distinction lifts you above the category of a mere merchant.

In order to raise pharmacy to higher levels of public service and duty to the community we serve, there must be services rendered above and beyond the desire to move merchandise at the beck and call of the customer who fits his symptoms into the various categories listed in advertised nostrums sold over the counter. You can be the watchdog.

For every case of suspected tuberculosis you send to the physician for diagnosis and treatment, you become a benefactor in safeguarding public health, and earn the thanks of your city, county, state and federal government tubercular agencies for your aid in treating tuberculosis at less expense, at an early stage.

That goes a long way in stamping out the disease, and places pharmacy definitely in the regimentation of medical forces combatting disease.

Meet After 11 Years

It was like old home week recently when Harry Tee of Delaware and Al Mattocks, now on the teaching staff of the University of Michigan School of Pharmacy, happened to visit at the Institute of Pharmacy at the same time.

Schoolmates at UNC some 11 years ago, neither Harry or Al knew the other was in the State at the time. It was purely a co-incidental meeting and a pleasant one at that.

Prior to coming to Chapel Hill, Harry and his wife had visited throughout Eastern N. C. The Mattocks were entertained by Mr. and Mrs. Walter Hartung at an outdoor party while they were in Chapel Hill.

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North Carolina State Agent

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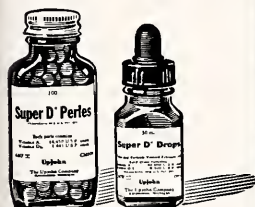
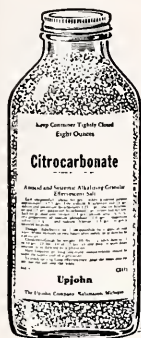
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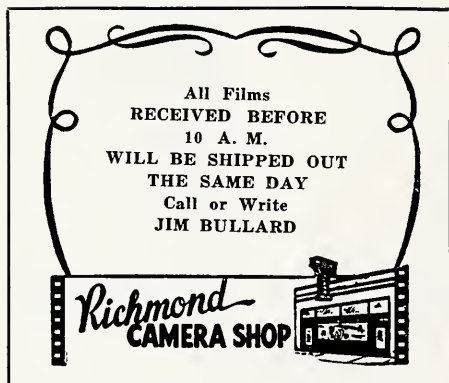
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How to Be Successful

Pharmacist J. M. Hall and the late Robert R. Bellamy of Wilmington knew and appreciated each other's many admirable traits.

Although Mr. Bellamy passed along good many years ago, Mr. Hall still retains a little card given him by Mr. Bellamy on which is written his "Rules for Daily Living."

On a recent visit to the Institute of Pharmacy, Mr. Hall parted with the card long enough for us to copy the rules. Here they are:

Rule 1: Read the 23rd Psalm at least once each month—and *believe it*.

Rule 2: Do your best to practice the Golden Rule every day.

Rule 3: Don't let anybody beat you to a smile.

Rule 4: And if you find that you can't lose your enemies, try being better to your friends—that will help some.

Rule 5: Late to bed, early to rise, work like hell and advertise.

Promoted by DSC

Sydney L. O'Donoghue, a native of Weaverville, has been promoted to advertising and promotion manager of Druggists Supply Corporation. He has been editor of the *DSC Buying Guide*.

Raleigh Store Sold

Pharmacists John M. Buffaloe and C. (Chuck) Turner are the new owners of the Edwards Drug Company, Raleigh, recently purchased from O. C. Edwards.

Henceforth the business will be operated as the "Buffaloe-Turner Pharmacy."

Mr. Buffaloe has been with the firm for 23 years. A native of Wake County, Mr. Buffaloe attended the UNC School of Pharmacy and was licensed in 1919.

Turner, a 1951 UNC Pharmacy School graduate, represented Squibb in the Salisbury territory for a period of time, then purchased an interest in the Center Drug Store of Durham. He has been with Edwards since late 1952.

One-Man Crime Wave

While attempting to break into Phillips Drug Store, Albemarle, Emile James Winkle was arrested by local police. He admitted breaking into six business houses within four days.

Moves to Rockingham

James Harper has moved from Fayetteville to Rockingham where he has accepted position with the Fox Drug Store. He succeeds John A. Busbee, who resigned to resume management of a drug store being established in Claremont.

Raise Memorial Fund

As a memorial to the late J. Durward Leech, the drug stores of Smithfield are raising funds with which to erect a hut at the Tuscarora Boy Scout Camp. W. D. Hod is chairman of the drive.

Moves to Florida

After 23 years with the Miller Drug Company of Mooresville, M. O. Stiles has resigned. Beginning in the early fall, Mr. Stiles will make his home in Florida.

Magic in High Point

More than 200 performers gathered in High Point recently for the annual convention of the Southeastern Magicians Association. A well known pharmacist and past president of the NCPA is head of the magicians here in the Southeast—Coke Cecil.

Sells Interest

Jimmy Gabriel has sold his interest in the Goodman Drug Company to John Gardner. A native of Virginia and a graduate of the University of South Carolina School of Pharmacy, Gardner purchased the store from George Templeton, later selling an interest to Gabriel.

Store Remodeled

Folks from throughout Person County joined Phil Thomas and Curtis Oakley in celebrating the "grand opening" of their remodeled store in Roxboro in late July.

Departmentalization is emphasized throughout the store; a new fountain installed; the prescription department was completely overhauled to highlight the professional services offered therein; and inlaid linoleum covers the floors from front to rear.

★ *For Better Service* ★

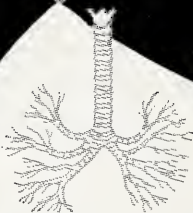
Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.

"significantly superior" for cough control . . .

Robitussin



"Significantly superior," say doctors, in reported controlled clinical tests on Robitussin 'Robins'.

"Significantly superior," say more and more physicians all over the country, by their mounting prescriptions.

**Be sure your stock of this dramatic
"new style" cough remedy
is adequate for prescription demand.
Order from your wholesaler now.**



erations, which are making Robitussin a leading
er on your cough preparation shelf.

significantly superior," say more and more
hemacists, of the way Robitussin brings back sat-
isfied customers and builds sales.

A. H. ROBINS CO., INC.

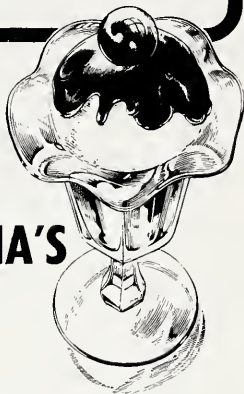
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BUILD SALES... BUILD PROFITS

with
**NORTH
CAROLINA'S
OWN
DELICIOUS
PINE STATE
ICE CREAM**



**FOR FOUNTAIN
SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA

New Store Established

A new drug store has been established at Camp Lejeune, Almonds Drug Store, Inc. E. C. Speight is the pharmacist.

Opportunity

Lease space available for prescription department in soda shop located in a new business section of Fayetteville across from bus station. Write to Mrs. Samuel A. Hammond, Sam's Soda & Sundry, 309 Gillespie Street, Fayetteville, N. C.

Joins Vinson's

Willie C. Rose has joined Vinson's Drug Store, Goldsboro, as registered pharmacist. A native of Newton Grove and a relative of the late Professor I. W. Rose of Chapel Hill, Willie has been in military service for the past three years.

Returns to Chapel Hill

Following release from active service in the Navy, Lt. Ben F. Cooper has returned to Chapel Hill where he will resume graduate work in pharmacy in September. Lt. Cooper's last station was on the USS Block Island.

Lost Narcotics

A pharmacist requests information on what action to take in regard to a quantity of narcotic drugs (500 quarter and 500 half grain codeine tablets) lost from the store.

Article 194 of the Narcotic Regulations states: "Where, through breakage of the container or other accident, otherwise than in transit, narcotics are lost or destroyed, the person having title thereto shall make affidavit as to the kinds and quantities of narcotics lost or destroyed and the circumstances involved, and immediately forward the affidavit to the narcotic district supervisor. A copy of such affidavit shall be retained and filed with the other narcotic records."

The Narcotic Supervisor for this district is Mr. B. M. Martin, 314 Post Office Building, Baltimore, Maryland.

Every time you sell
one of these...
you make another
friend for
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delivered to me on a non-returnable basis. With my first delivery, send me
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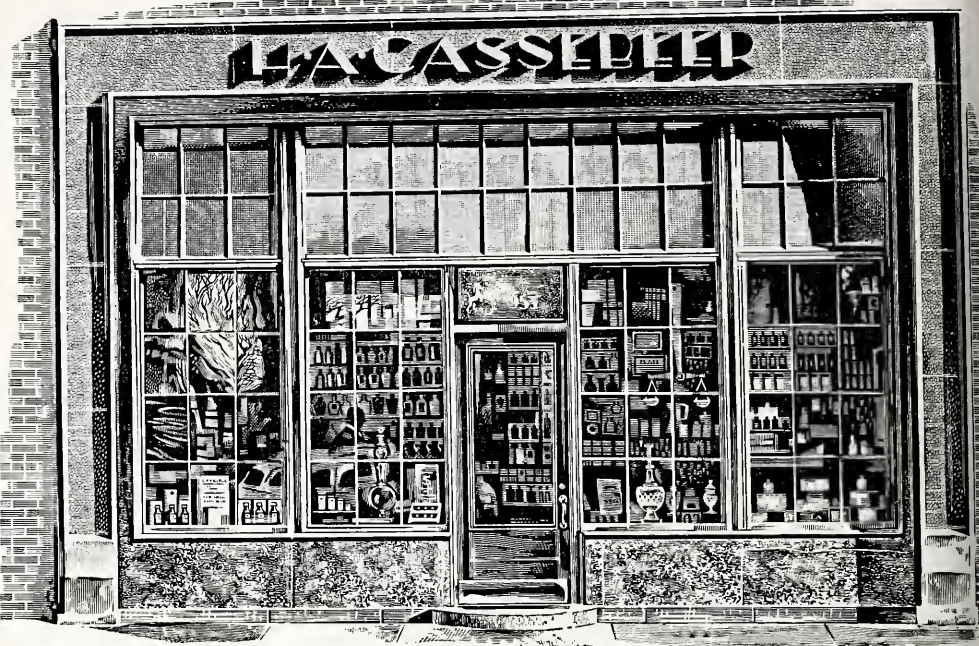
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Penicillin

Professional skill in pharmacy is the product of centuries of unremitting toil. Originally, there were no great pharmaceutical companies, and the entire art of individual compounding, as well as the mass production of certain pharmaceuticals continually and widely used, were duties assumed by the pharmacist. Today, in an age of specialization, the great pharmaceutical companies have assumed the task of providing high-grade medications—such as LEDERCILLIN—for prescription and over-the-counter use, where these are commonly used in a standard

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LEDERCILLIN *Lederle* — a time-proven antibiotic—is meticulously standardized and rigidly tested for purity and potency at the Lederle Pearl River Laboratories. The indications for penicillin, as a relatively nontoxic, therapeutic agent effective against many common groups of pathogens, are well known. LEDERCILLIN is available in a variety of pharmaceutical forms.

Ointment (Ophthalmic): Six tubes of $\frac{1}{8}$ ounce each. *Ointment (Topical):* 1,000 units or 10,000 units. Tubes of 1 ounce. *Parenteral:* 1 and 25 vials of 1 dose each; 5 dose vials; 10 dose vials. *PHARYNGEAL:* 20,000 units—Boxes of 10. *Soluble Tablets:* 50,000 units or 100,000 units—Vials of 100. *SPERSOIL:* Jars of 25 doses. *Suspension:* 1 cc. disposable syringes, and vials of 10 cc. *Tablets:* 50,000 units—Bottles of 12, 25, 100 and 500; 100,000 units—Bottles of 12, 100 and 500; 250,000 units—Bottles of 12. *Trociscs:* 5,000 units—Bottles of 25 and 250.

Prescription Study: North Carolina 1952

By HERMAN O. THOMPSON*

The purposes of this study are identical with those stated in a previous report on similar material in this JOURNAL (1): chiefly that actual prescriptions of recent date are of educational value to pharmacy students and teachers. The means used for the collection of the prescriptions corresponds with the previous study with two exceptions: First, each student in the Pharmacy Class of '53 reported on one hundred rather than fifty consecutive prescriptions. Second, each student reported on twenty narcotic prescriptions of recent date.

Four thousand one hundred (4100) prescriptions were used and eight hundred and twenty (820) narcotic prescriptions were included in this study. Inasmuch as there is a significant seasonal use of drugs, it is important to note that three thousand two hundred and fifty (3250) or approximately eighty percent (80%) of the 4100 prescriptions were written and filled in November and December of 1952. A similar percentage holds for the narcotic prescriptions.

Thirty-six (36) different towns and cities of North Carolina were represented with populations ranging from six hundred and fifty (650) to one hundred thousand (100,000). The distribution of these cities and towns was statewide extending from the seacoast to the mountains. Only one city contributed as much as three hundred (300)

prescriptions. Such a diverse and widespread representation was possible by urging the students to report from the communities which they claimed as home if it was practical to do so.

In the classification of material of this nature it is of present day interest to report upon the number of prescriptions which are compounded and noncompounded. A breakdown upon this basis reveals that three hundred and eighty-seven (387) prescriptions or nine and a half percent (9.5%) were in the group called compounded. Among the narcotic prescriptions two hundred and twenty-seven (227) or twenty-seven and seven tenths percent (27.7%) were compounded. This count, however, does *exclude* a significant number which strictly speaking are compounded and exemplified by such preparations as Eskacillin, Sulfa-Neolin, and others of a closely related nature. These preparations as they are prescribed usually do not indicate on the prescription that compounding techniques are involved. (Incidentally, the writer cautions against the use of such disparity of figures in the compounding and noncompounding of modern prescriptions by those engaged in polemics as to the degree of training and knowledge needed by pharmacists: Many students of pharmacy (in the broader meaning of the term) think that the mere mechanics of dispensing do not truly reflect the knowledge, skill, and art required of the real profes-

(Continued on Page 397)

SMITH WHOLESALE DRUG CO. **SPARTANBURG, S. C.**

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

Abbott Laboratories • North Chicago, Illinois

PRESCRIPTION STUDY

sional pharmacist in the public health picture of today.)

In the following table are included those pharmaceutical preparations which had a frequency of ten (10) or more times in the noncompounded prescriptions. The number in parentheses represents the number of times the product occurred in 4100 prescriptions.

Aldiazol M	(13)
Auralgan	(32)
Aureomycin Oral Drops	(18)
Aureomycin 50 mgm. Tabs. Sol.	(22)
Aureomycin 100 mgm. Caps.	(18)
Aureomycin 250 mgm. Caps.	(67)
Aureomycin Spersoids	(11)
Aureomycin Syrup	(25)
Axotal Tabs.	(13)
Banthine Tabs. 50 mgm.	(16)
Barbidonna Tabs.	(22)
Belbarb No. 2 Tabs.	(11)
Belladonna Tr.	(12)
Benadryl 50 mgm. Caps.	(17)
Benadryl Elix.	(16)
Bentyl with Phenobarbital Caps.	(12)
Benylin Expectorant	(14)
Benzoin Comp. Tr.	(10)
Bicillin Suspension	(29)
Biosulfa 250 M Tabs.	(12)
Butazolidin 200 mgm. Tabs.	(12)
Butisol Sodium Elix.	(10)
Butisol with Belladonna Elix.	(11)
Calcidrine Syrup	(11)
Cheracol	(12)
Chloral Hydrate 7½ grs. Caps.	(10)
Chloromycetin 250 mgm. Caps.	(10)
Chlortrimeton 4 mgm. Tabs.	(16)
Clopane and Penicillin Soln.	(10)
Co-Pyronil Caps.	(18)
Coricidin Tabs.	(38)
Cremosuxidine	(15)
Dexamyl Tabs.	(12)
Dexedrine 5 mgm. Tabs.	(14)
Diethylstilbestrol (All Forms)	(25)
Donnatal Tabs.	(20)
Donnatal Elix.	(18)
Dramamine 50 mgm. Tabs.	(31)
Dramcillin	(10)
Drillitol	(10)
Duozone Suspension	(10)
Elkosin Tabs.	(15)
Floraquin Suppositories	(12)
Gantrisin 7½ grs. Tabs.	(112)
Gantrisin Syrup	(24)
Gantrisin Pediatric Suspension	(17)
Hasamal Tabs.	(17)
Histadyl E. C. Syrup	(14)
Kaopectate	(15)
Mebaral ½ gr. Tabs.	(13)
Mercodol with Decapryn Syrup	(21)
Mol Iron Tabs.	(24)
Neopenzine Tabs.	(10)
Neosynephrine ¼% Soln.	(37)

Nicotinic Acid 50 mgm. Tabs.	(12)
Orthoxicol	(10)
Pabalate Tabs.	(24)
Pan Sulfa Suspension	(13)
Penicillin Dulcets 50 M units	(10)
Penicillin Tabs. 100 M units	(25)
Pentids	(23)
Perihemin Caps.	(11)
Phenaphen Caps.	(11)
Phenergan 12.5 mgm. Tabs.	(11)
Phenergan Expectorant	(11)
Phenobarbital Elix.	(29)
Phenobarbital ¼ gr. Tabs.	(16)
Phenobarbital ½ gr. Tabs.	(48)
Pylora Tabs.	(11)
Pyribenzemine 50 mgm. Tabs.	(31)
Pyridium Tabs.	(10)
Redisol 25 mgm. Tabs.	(15)
Robitussin	(19)
Seconal ¾ gr. Caps.	(11)
Seconal 1½ gr. Caps.	(27)
Solfoton Tabs.	(12)
Streptomagma Susp.	(12)
Sugracillin Granules	(13)
Sulfadiazine 7½ grs. Tabs.	(15)
Sulfose Susp.	(19)
Terramycin Susp.	(36)
Terramycin 100 mgm. Caps.	(13)
Terramycin 250 mgm. Caps.	(41)
Theragraan Capsules	(12)
Tolserol 0.5 Gm. Tabs.	(19)
Tracinets	(18)
Tripazine Tabs.	(12)
Zymacaps	(10)
Zymalixir	(10)

The following table represents those non-compounded narcotic preparations occurring five (5) or more times in eight hundred and twenty (820) narcotic prescriptions.

NARCOTIC PRESCRIPTIONS NON-COMPOUNDED

Acetidine with Codeine	
½ gr. Tabs. + (?)***	(8)
ASA or ASA Comp. with Codeine	
½ gr. Caps. & Tabs.	(24)
*** (?) Represents those few instances in which the pharmaceutical form was not specified, i.e. tablet, capsule, pill, etc.	
ASA or ASA Comp. with Codeine	
¼ gr. Caps. & Tabs.	(9)
Codeine ½ gr. Tabs.	(8)
Codeine Sulfate ½ gr. Tabs.	(5)
Codeine Sulfate ½ gr. H. T.	(7)
Copavin Caps. + (?)	(13)
Demerol 100 mgm. Amps.	(5)
Demerol 50 mgm. Tabs.	(41)
Demerol 50 mgm/cc Vials	(16)
Dilaudid 1/16-1/20 gr. Tabs.	(16)
Dolophine Syrup	(14)
Edrisal with Codeine ¼ gr. Tabs.	(6)
Empirin Comp. No. 2 Tabs.	(25)
Empirin & Empirin Comp. No. 3 Tabs.	(119)
Empirin & Empirin Comp. No. 4 Tabs.	(8)
Hasacode (Strong) Tabs. + (?)	(22)

(Continued on Page 399)



These men are in business with *you*!

You, Mr. Druggist, are represented at this conference.

For these are the executives of your wholesale house—experts on buying, experts on selling, experts on remodeling, experts on every phase of merchandising.

These men spend a great deal of time studying and solving problems of yours and other drug stores. Their combined knowledge and experience are yours for the asking.

So, if you have a problem, or need advice, let your wholesaler salesman know about it. If he hasn't the answer at his finger tips, he knows he can get it at a conference such as this.

The most trusted name in surgical dressings and baby products...

Johnson & Johnson

PRESCRIPTION STUDY

Hasacode (Mild) Tabs.	(11)
Hyecodan Syrup	(15)
Hyecodan Tabs.	(8)
Methajade	(8)
Morphine Sulfate ¼ gr. H. T.	(9)
Morphine Sulfate ¼ gr. (?)	(12)
Nembudeine with Codeine ½ gr. Tabs.+(?)	(16)
Nembudeine with Codeine ¼ gr. Tabs.+(?)	(9)
Papine	(7)
Pantopon 1/3 gr. Tabs.	(12)
Percodan Tabs.	(10)
Phenaphen No. 3 Caps.	(30)
Phenaphen No. 3 Tabs.+(?)	(6)
Phenaphen No. 2 Caps.	(20)

In conclusion, the following facts are worth special mention: (A) Eighty-eight pharmaceutical preparations (seventy-nine specialties and nine (9) non-specialty and official preparations) accounted for sixteen hundred and thirty-nine (1639) prescriptions or approximately forty percent (40%) of the 4100 prescriptions. (B) Thirty-one (31) preparations (five of which were non-specialty and official preparations) accounted for five hundred and nineteen (519) prescriptions or approximately sixty-three percent (63%) of the 820 narcotic prescriptions. (C) Parenteral preparations are notably absent from the lists. Of the one hundred and nineteen (119) different preparations in the two compiled lists only two (2) parenteral products (Demerol ampuls and vials) were prescribed sufficiently to make the lists. The 119 preparations occurred two thousand one hundred and fifty-eight times (2158) and the two parenterals twenty-one (21) times or slightly less than one percent (1%). (D) Twenty-seven and seven-tenths percent (27.7%) of the narcotic prescriptions reported in this study required compounding as compared to nine and a half percent (9.5%) of the non-narcotic prescriptions.

REFERENCES:

(1) H. O. Thompson, "Prescription Study: North Carolina 1950." This JOURNAL XXXII, 604-5 (1951), No. 12.

(2) J. S. Mordell, "The Prescription Study of the Pharmaceutical Survey." American Council on Education. (Washington, D. C.) Copyright, 1949.

NOTE: A limited number of copies listing the top two hundred and thirty-three (233) preparations and the number of times they occurred in the study are available upon writing the editor or writer.

Early Riser Missed

We believe Paul Hood holds some sort of record in the State. For many years he has opened Hood's Drug Store in Dunn at 5:30.

Recently Mr. and Mrs. Hood traveled to Mauteo to see "The Lost Colony." They remained over night, which meant that for the first time in many years Hood's was not open at the crack of dawn.

When early risers started to work at seven and found the door of Hood's locked, they were afraid something had happened to Paul.

Joins Ketchum Staff

Carl O. Winter, who has made his home in New Bern during recent years, has joined the Ketchum Drug Company, Jacksonville, as pharmacist.

Wanted

Fluid Extract Poke Root. Notify Lawrence E. Britt, E. B. Marston Drug Co., Kinston, N. C. quantity available and price.

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CONVENTION CAMERA—Top: R. R. Copeland of Ahoskie is shown receiving one of the 3000 Coca Colas dispensed during the meeting. Center: Orchestra leader Dean Hudson demonstrates to Tom Robinson how to entertain with a smile. Bottom: J. Floyd Goodrich presents TMA life-time certificate to W. L. Johnson.



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here's the story.

On the opposite page are listed your new opportunities for profits and volume with this first section of the line of steroid hormone preparations to be sold by PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc. This lineup of turnover items is just a beginning—and the same skilled promotion of outstanding products that continues to make PFIZER antibiotics tops among physicians will back you every day of the week in this new field. The entire staff of Pfizer Professional Service Representatives and all the resources of direct mail and medical journal advertising are now engaged in this promotion—your guarantee of typical PFIZER support.

Arrangements recently completed between the Pfizer and Syntex organizations now make possible a complete line of steroid hormone preparations available from PFIZER LABORATORIES. Close scientific co-operation exists between the two organizations, utilizing the extensive know-how and background of PFIZER in organic chemical and fermentation fields and the long experience of Syntex in the manufacture of steroid products from vegetable sources. In addition to established hormones such as testosterone, progesterone, estrogens,

and certain adrenal cortical hormones, many new compounds will soon be made available for marketing.

This is only the beginning. The medical uses of hormones are growing daily. Products now in research, in pilot plant production, and on trial in the leading medical centers of the world are on the eve of sales introduction. The Pfizer Syntex line of steroid hormone preparations is another opportunity for new volume, new profit—one of the most rapidly expanding fields of prescription business today.



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SYNANDROTABS*	Methyl Testosterone, U.S.P., Tablets 10 mg. and 25 mg., bottles of 25 and 100
SYNANDRETS*	Testosterone, U.S.P., Transmucosal Tablets 10 mg., bottles of 25 and 100; 25 mg., bottles of 25
SYNANDROL*	Testosterone Propionate, U.S.P., in Sesame Oil 25 mg., 50 mg. and 100 mg. per cc.; in single-dose disposable STERAJECT® cartridges in packages of 10, and in 10 cc. multiple-dose vials in packages of 5
SYNANDROL*-F	Testosterone, U.S.P., in Aqueous Suspension 25 mg., 50 mg. and 100 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5
DIOGYNETS*	Estradiol, U.S.P., Transmucosal Tablets 0.125 mg., 0.25 mg. and 1 mg.; bottles of 50 and 100
DIOGYN*-E	Ethinyl Estradiol Tablets 0.02 mg. and 0.05 mg., bottles of 100; 0.5 mg., bottles of 25 and 100
DIOGYN*	Estradiol, U.S.P., in Aqueous Suspension 0.25 mg. and 1.0 mg. per cc.; in single-dose disposable STERAJECT cartridges in packages of 10, and in 10 cc. multiple-dose vials in packages of 5
DIOGYN*-B	Estradiol Benzoate, U.S.P., in Sesame Oil 0.33 mg. and 1.0 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5
ESTRONE	Estrone, U.S.P., in Aqueous Suspension 2 mg. and 5 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5
SYNGESTROTABS*	Ethisterone, U.S.P., Tablets 10 mg., 25 mg. and 50 mg.; bottles of 25
SYNGESTRETS*	Progesterone, U.S.P., Transmucosal Tablets 10 mg. and 20 mg., bottles of 25 and 100; 50 mg., bottles of 25
SYNGESTERONE* IN SESAME OIL	Progesterone, U.S.P., in Sesame Oil 10 mg., 25 mg., 50 mg. and 100 mg. per cc.; in single-dose disposable STERAJECT cartridges in packages of 10 and in 10 cc. multiple-dose vials in packages of 5
SYNGESTERONE* IN AQUEOUS SUSPENSION	Progesterone, U.S.P., in Aqueous Suspension 25 mg. and 50 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5
COMBANDRIN*	Estradiol Benzoate, U.S.P., 1 mg. and Testosterone Propionate, U.S.P., in Sesame Oil 20 mg. per cc. In single-dose disposable STERAJECT cartridges in packages of 10 and in 10 cc. multiple-dose vials in packages of 5
COMBANDRETS*	Estradiol, U.S.P., 1 mg. and Testosterone, U.S.P., 10 mg. per Transmucosal Tablet; bottles of 25 and 100
NEODROL*	Stanolone in Aqueous Suspension 50 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5. The newest steroid for tumor-suppression in selected cases and anabolic effect similar to testosterone, but with less virilizing side effect.

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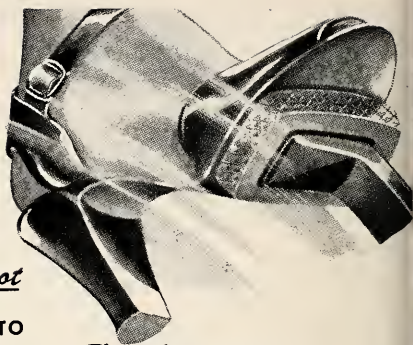
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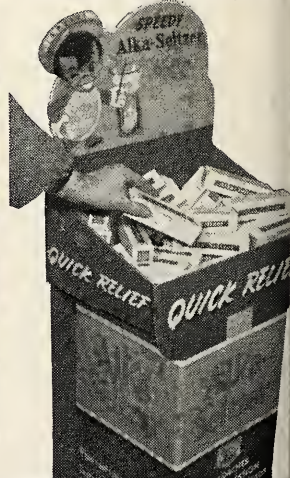
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Theodore Beddingfield

Edgar Theodore Beddingfield, age 66, died at his home on August 4 during the early morning hours. Death was unexpected as he had worked at his regular duties at the Beddingfield Brothers Drug Store in Clayton the previous night.

Mr. Beddingfield was born in Louisburg on May 10, 1887. His first drug store experience was in Raleigh with the H. T. Hicks Drug Company and J. C. Brantley. After graduating from Page's School of Pharmacy, he returned to Brantleys where he remained until entering service during World War I.

In the latter part of 1919 he and brother Charles H. bought the old Clayton Drug Company, which the two have operated as Beddingfield Brothers' since that time.

Mr. Beddingfield took an active part in the community life of Clayton, where he was highly respected as a citizen and capable pharmacist.

Survivors include Mrs. Beddingfield; a daughter; three sons, Dr. Edgar T. Beddingfield, Jr. of Stantonsburg; Brooks of Kenly and Sam of the home. There are two brothers, Charles H. of Clayton and Ruffin of Raleigh.

Births

Mr. and Mrs. Bayard Calvin Perry of Lexington announce the birth of a son, Michael Calvin, on August 17. The mother is the former Margaret Booth, a graduate of the UNC School of Pharmacy.

Attend A.Ph.A. Meeting

The A.Ph.A. Convention, just concluded in St. Lake City, was attended by several members from North Carolina.

Dean Edward A. Brecht represented the A.Ph.A., and he and Dr. Herman O. Thompson represented the School of Pharmacy.

The Board of Pharmacy was represented by Wade A. Gilliam of Winston-Salem and Herbert Neal Watson of Sanford.

Dr. H. R. Totten of the University Botany Department went early for a plant science seminar and remained over for some sessions of the Convention.

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ICE CREAM
For You At A
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CONVENTION CAMERA—Top: An entertainer at the TMA Party demonstrates how not to treat his wife. Center: Mrs. Elsie Johnson and J. Floyd Goodrich of Durham. Bottom (Left to Right): Mr. and Mrs. Graham Culbreth, Mr. and Mrs. Bill Gibson, Mr. and Mrs. Jimmy Darlington and Mr. and Mrs. B. R. Ward.



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better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

IT'S HERE AGAIN

In better shape than ever
With the same price & coverage

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SPECIAL FEATURES

1. Incontestable as to origin of disability.
2. Premiums Waived for permanent disability.
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THE CONTRACT

Disability from accident.....	Pays 5 years
Disability from sickness.....	Pays 2 years
Death from accident.....	Pays up to \$5,000.00
Extra for hospital.....	Pays 2 months
Surgeon's fee for non-disabling injuries.....	Pays up to 25% of monthly indemnity

ANNUAL PREMIUM FOR EACH \$100.00 MONTHLY INDEMNITY (Limit sold \$200.00 per month)

	First year	Thereafter
1. Paying from 1st day accident, 8th day sickness.....	\$55.00	\$50.00
2. Paying from 1st day accident, 1st day sickness.....	62.50	57.50
3. Paying from 15th day accident, 15th day sickness.....	42.50	37.50
4. Paying from 30th day accident, 30th day sickness.....	35.00	30.00

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Ballot Counters in Action

JAMES W. HARRISON, Asheville

Chairman Committee on Papers and Queries

The nominees for the NCPA offices of president, first, second and third vice-presidents, one member of the Executive Committee, and for a member of the Pharmacy Board for a five year term, and for two members of the North Carolina Pharmaceutical Research Foundation are named by a nominating committee at the annual meeting of the Association, usually held in May. Nominees for these offices may also be named from the floor during the meeting.

There has been some agitation for the procedure of election of officers only in a meeting where members are present. This method has been consistently voted down, mainly because of the deprivation of voting in the part of those members who are unable to attend the annual meeting. Balloting is still being accomplished by mail.

Ballots are printed, then mailed to all members approximately 30 days after the annual meeting, and the members who vote have approximately one month to get their ballots in to be counted. All ballots are to be mailed to the president by a designated date.

The president of the Association names three members to comprise a Board of Tellers, one of these members being named as chairman. For convenience the president chooses those members residing in geographical proximity to him so that no extended absence from business or home will be necessary. He finds a convenient date as soon after the latest date the ballots may be returned for the tellers to meet.

This year the ballots were mailed from the Association office June 19 and 20 and were to be returned to president W. A. Ward of Swannanoa by July 20. The Board of Tellers met at President Ward's home in Swannanoa the afternoon of August 5 and completed the tabulation in four hours and even minutes.

There has also been some sentiment advanced for a change in the site for the ballot counting. This change would also obviolate the election of a Board of Tellers by the members at the annual meeting,

rather than have the president name the Board. This change would designate the site of the ballot counting as the office of the Association at a designated time to be arbitrarily chosen at the time of the annual meeting.

It is not the purpose of this account to present a brief for that particular procedure or any other procedure of counting and tabulating votes, or naming a Board of Tellers, but one may be allowed to opine that the numerous ramifications entailed in requiring three or more pharmacists to spend one or two days in a chore that may be accomplished in an afternoon or evening is less to be desired than the present one. However, viewed both dispassionately and from the altruistically prejudicial viewpoint that harbors a feeling of jealousy for the integrity of all members, the unwieldy plan advanced by its adherents may have some merit.

Since all members have a right to observe the ballot counting, even to examine the ballots, it would seem the members have placed faith and trust in the president and the Board of Tellers since so very few have availed themselves of the opportunity and right to be present at any previous meetings of the Board of Tellers.

I decided to avail myself of this right to attend a meeting of the Board of Tellers. Perhaps I wanted an afternoon off, certainly I was interested in a phase of Association affairs I had not previously witnessed.

But one doesn't just barge in a friend's home without invitation even though he knows the friend and his wife are noted for always having a clean welcome mat and a visible latchstring that betoken hospitality. So I wangled an invitation and forthwith it came to me in the form of a summons couched in quasi-legal language that caused me to wonder if Ward had played hooky from lab work and slipped into law classes while he was attending University.

President Ward could have closed his eyes, placed his finger on a roll of members and come up with names synonymous with the

(Continued on Page 411)

Justice Drug Company Announces:

Gifts Galore

**the Biggest Christmas Promotion
in Drug Store History!**



Gifts Galore
...the GIGANTIC
Christmas Package that
Includes Everything...

RADIO 533 radio stations...
5 different MBS network pro-
grams (1 every night) for 3
weeks before Christmas... 15
spots weekly for 3 weeks over
53 local stations in non TV
markets.

NETWORK AND LOCAL TV
Dave Garroway's "To-
day" over the NBC-TV
network and local TV
spots... every day for
3 weeks before Christ-
mas in all TV markets.

**COOP
ADS**

A COLOR SPREAD IN LIFE
Runs December
7th... reaches
over 26,000,000
people... with
Gifts Galore lines
displayed in beau-
tiful full color. A
powerful traffic
builder that says
"Your drug store
has Gifts Galore!"

LIFE

**CONSUMER
GIFT BOOKS**
With Your Own
Imprint
Put your store on a par
with any chain or depart-
ment store... easy to
distribute and hard to
beat as a proven sales
builder.

**PLUS...
EXCITING
EXCLUSIVE
DISPLAY
MATERIAL**

... SIGN UP TODAY for the BIGGEST Christmas you've ever had!

JUSTICE DRUG COMPANY

GREENSBORO, N. C.

D E P E N D A B L E S E R V I C E S I N C E 1 8 9 8

BALLOT COUNTERS

virtues of integrity, common sense and willingness to serve. He could have mulled it over in his mind for a month—perhaps he did—and name a satisfactory Board of Tellers. The Board he named was Moss Salley, Sr., Asheville, chairman; W. M. "Bill" Jordan, Jr., Marion; Joe T. Russell, Waynesville. Travel from these points to Swannanoa and return caused no lengthy absence from work or home.

All the members of the Board are well known to me. I have known Moss Salley for half a lifetime, and if his faults and shortcomings were graphed on a chart in relation to his virtues and admirable characteristics, the former would be below sea level planes and the latter would be Himalayan peaks. I have known "Bill" Jordan since he was a teen-age stripling and when I am inclined to boast I always recall that he was for a space of time one of my protégés. His candor and keen intellect as well as his innate honesty will admit of no conduct other than that which is beyond approach. As for Joe Russell, he measures up with a character that places him among life's noblemen who disdain the shoddy and are ever militant against life's skulduggery.

These three gentlemen, if they knew of my attempt to describe them with this sincere panegyric, would brush aside these remarks with becoming modesty. This modesty, too, is a hallmark of their personalities.

My role in this action of tabulating the ballots was merely one of observation. Of course my reporter's instinct sensed a possible story in it. I was no self-appointed or officially appointed watchdog charged with any duty of ferreting out a dereliction of duty on the part of any member of the Board. It is not possible, nor was it possible, to conceive of any desire on the part of the Board to do other than that they were assigned to do—tabulate the ballots and declare the electees.

How Ballots Were Counted

Chairman Salley, having been briefed by President Ward on the time tried procedures of ballot counting as handed down by other Boards in previous years, determined the methods he would follow with due regard for

both speed and accuracy.

The ballots were received enclosed in a plain envelope, marked "ballot," which was enclosed in its mailing envelope with name and address of the voter in the upper left corner. This enabled the tellers to determine the status of the voter's membership when checked against a roster of members. Obviously, one who is not a member has no legal vote. This phase of the tabulation, strangely enough, required no great amount of time on account of the wide acquaintance throughout the state enjoyed by President Ward.

First it was necessary to extract the ballots from both envelopes. Salley's ingenuity devised the time-saving method of opening both envelopes simultaneously by means of scissors furnished by his hostess. One teller would open the envelopes, another would extract the ballots, arrange in a heap, toss the envelopes in a wastebasket, while the chairman busied himself with setting up an efficient tabulation system.

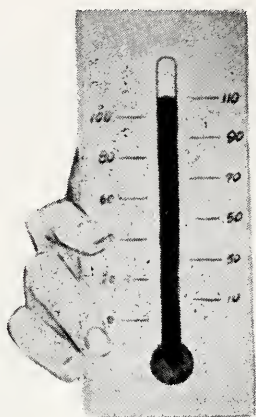
This separation of the ballot from its envelope container preserved the voter's anonymity and insured his privacy. Hence, a ballot was simply a piece of paper with marks to be interpreted impersonally by the tellers. Feline curiosity is not a trait of the average of the male of the species and the tellers deserve no special credit for the delicacy of feeling that prompted them to respect the voter's right of secrecy.

The chairman made a tally sheet on which was written the candidates' names under the offices for which they were nominated. One teller would read a ballot and call results to another who would place a mark by a candidate's name. The old familiar four verticals and one diagonal marking system for each five votes was used, making for speedy counting. The calling was done with just the right amount of speed to insure accuracy. The tabulator called for a pause or a repetition when necessary. This was seldom needed. After a ballot was tabulated it was laid aside with a check mark indicating it had been counted.

Doubtful Ballots

Ballots that were so marked as to render them not countable were laid aside for con-

(Continued on Page 413)



*Your Stanback profits take
no summer vacation!*



To take full advantage of STAN-
BACK'S tremendous advertising
program . . . feature the "Family
Pack", Tablets or Powders, for
your customers' economy and in-
creased profit for you.

THIS SUMMER — LET
YOUR PROFITS . . .



Snap Back with

STANBACK

BALLOT COUNTERS

deration by the Board in judicial conclave. There were a few that contained votes for both candidates for the same office, and one that contained votes for three candidates for two offices, *sic*, as directors of the Research Foundation. Few ballots that could not be counted were received and the tellers had no momentous decisions to make. Some tellers did not vote for all offices, but these were not voted on and were counted.

There was no space on the ballots for "remarks." Nevertheless, there were some ballots that contained "remarks." Some of these "remarks" were humorous, some were smart alec, some were vindictive, and some were so marked were in poor taste. However, none were libelous in nature or contents. It was not given the tellers to know the authorship of any of the "remarks" since the ballots came from an anonymous stack and were extracted from top to bottom. What the tellers thought concerning these "remarks" was answered only by silence; what this observation thought is of no consequence in this report.

To Vary the Monotony

One teller would change position and duties with another every hour or so to vary the monotony and to minimize the robot quality of the calling and tabulating. Then, there were brief interludes when Mrs. Ward thoughtfully catered to the comfort of the inner man with teacakes and lemonade—the simple, amiable act of charming hospitality.

Other Duties of the Tellers

After all the ballots are counted and the results tabulated, the tellers are required to certify the results to all the candidates, the president and to the secretary of the NCPA. This is accomplished in the form of a mimeographed letter signed by each member of the Board of Tellers. In this manner the tellers declare the election of the successful candidates.

The successful candidates in this balloting had enough majority to render unnecessary competitive counting and tabulating as has been the case in previous balloting. Even so, the ballots were triple checked with the same results occurring each time. The votes for members of the Board of Directors of the North Carolina Pharmaceutical Research

Foundation resulted in the same number of votes for the two successful candidates. This happenstance is of no moment except to furnish an oddity.

It is the duty of the chairman of the Board of Tellers to keep the ballots in a sealed container for two years, to be made available to any member who cares to inspect the ballots. If there is an occasion when a member or members desire to examine the ballots within the two years, the ballots will again be sealed before witnesses and remain inviolate until such time as other members may desire to examine them. If no such examination is called for within the two year period (in this case until August 5, 1955) the chairman may then destroy them or sell them for waste paper.

Attitude of Tellers

This Board of Tellers approached its task with serious attention, a consciousness of the honor of being named to accomplish a work that affected the members of the Association. They felt, however, they were merely a co-operative device named to establish the will of the members as vouchsafed in their ballots.

They accomplished this somewhat tedious chore with an efficient finesse that treated it, not as an unwelcome chore to be done as quickly as possible, but rather as a pleasant duty to perform, as good "run of the mill" members of the Association.

I arrived at this conclusion by observing them before, during and after the actual job of tabulation. The members of the Association may rest assured they are the recipients of a job well done, a job accomplished by men of noteworthy repute and sound integrity.

On the lighter side, it was an afternoon of pleasant association of friends with friends, interspersed with attentive courtesies advanced by the earthy Mark Twainian Ward and his scintillating charming wife. More members should avail themselves of the opportunity of attending a Board of Tellers meeting. It is a pleasant and enlightening experience.

Recommendations

To my knowledge no one asked me for any suggestions on how this ballot counting
(Continued on Page 415)

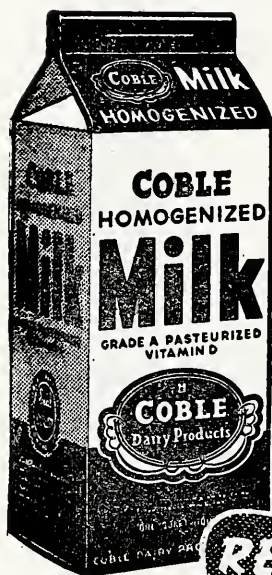
Reach for



**COBLE
MILK**

in the new

**DAIRY GOLD
CARTON**



BALLOT COUNTERS

should be conducted. However, I am advancing suggestions on two minor points, not from precociousness but with a sincere desire to expedite the mechanics of tabulation.

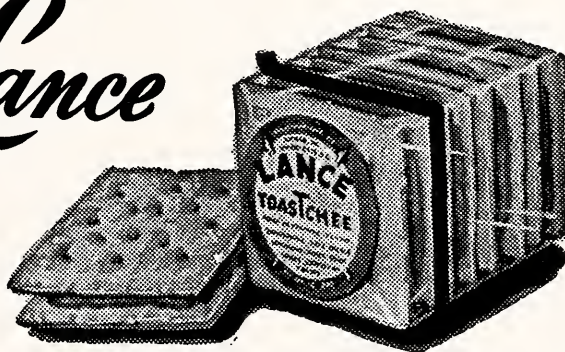
It seems to me that four members of the Board of Tellers would function better than three. By having four, there could be two teams consisting of a caller and a tabulator. This would hasten the work. The president could act as a preceptor or proctor without usurping the duties and prerogatives of the chairman.

Another time saver would be to print the ballot on a card of such size as to permit insertion in an envelope unfolded, that would be flat with all information visible after being extracted from the envelope. The card and envelope could be of such texture and substance to make the printing and writing invisible until laid before the teller. If the one mailing envelope does not violate the stipulation of "sealed ballot" the inner envelope could be eliminated.

This latter recommendation is minor and could save only an estimated five and a half minutes per hour. However, this approximate 9% saving of time is more or less inconsequential. In this instance of tabulating the more than 600 ballots in four hours and seven minutes, the time saved would have accrued to only approximately 24 minutes. This is of no great importance. Besides, in this instance it would have shortened by that much a very pleasantly spent afternoon.

Licensed by Reciprocity

Four pharmacists were licensed by reciprocity on July 21 when the Board of Pharmacy met in Chapel Hill for its regular monthly one-day business session: Barney Feeney, Route 1, Salisbury; Fred B. Fitzgerald, 1821 Lynwood Drive, Charlotte; Dalton E. McCoy, Ace Pharmacy, Norfolk, Va.; and F. L. Douglas (col.) with Quick's Pharmacy, Winston-Salem.

ASK FOR*Lance****Peanut Butter*****SANDWICHES**

**Reabela Tablets**

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

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\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

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Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

WHAT THE CLUBS ARE DOING

Winston-Salem

Reported by MRS. VIRGINIA CALLAHAN

The Winston-Salem Drug Club held its annual picnic at Miller Park on August 11 with about 50 people in attendance. The picnic was held for the pharmacists and their families and was a great success.

The colored porter from O'Hanlon's Drug Store was hired as chef for the occasion. He cooked vast numbers of hamburgers and hot dogs, and several ladies furnished their favorite dishes.

This meeting saw the initiation of a new program of holding a drawing for an attendance prize. The prize for this meeting was a beautiful piece of fitted luggage presented by the O'Hanlon-Watson Drug Company, and won by Wilson Simmons, representative for Winthrop-Stearns.

In the future prizes for attendance drawings will be donated by different drug stores and organizations represented by the membership of the Club. Absentee members whose names are drawn will be notified by mail of the prize they failed to win.

After the picnic dinner was finished, those who still had the energy participated in a square dance called and led by Wally Carroll. There were a few who were willing to try swinging their feet to dances like the Charleston, The Mexican Hat Dance, and Marching Through Georgia.

Mr. Wade Gilliam and family have returned from Salt Lake City where they attended the 100th Convention of the A.Ph.A. Mr. Gilliam was present for a meeting of the National Association of Boards of Pharmacy, held in connection with the national convention.

Wilmington

Reported by OSCAR RODGERS

The Wilmington Drug Club met August 4 at the Pink House Restaurant, located on the approaches to Wrightsville Beach.

Acting on behalf of the Club and the N. C. Pharmaceutical Association, a certificate indicating lifetime membership in the NCPA was presented to Mr. James M. Hall, Sr. by W. L. Hickmon, Lilly MSR in the Wilmington area.

Mr. Hall was born May 19, 1878 on a farm near Autryville. He was licensed as a pharmacist in 1901 and has been a member of the NCPA since 1922.

It was an honor for our Club to be chosen as the medium through which to present the certificate to Mr. Hall, who has been an inspiration to the Pharmacy profession.

Following the presentation, the guest speaker of the evening—Mr. John B. Abbott, Superintendent of the Wilmington Reserve Fleet—was introduced. Mr. Abbott gave a very interesting talk on the operation, the economy of the Reserve Fleet, and its value to Wilmington and the nation.

The Club's executive committee reported on progress being made for the fall meeting of pharmacists, physicians and dentists.

Greensboro

Reported by MARION M. EDMONDS

Although the Greensboro Drug Club does not meet during the summer months, plans are underway for the annual barbecue for the doctors of this city.

Final plans are incomplete, however the tentative date is September 25 at the Shrine Club. This annual event has met with approval of both doctors and pharmacists, and it is our sincere hope this year's get-together will be enjoyed even more than those staged in the past.

Charlie Davis of Merck is chairman of the committee in charge of arrangements.

Mr. and Mrs. Ed Kinard are the proud parents of a boy, Richard Edward, born August 5. Mr. Kinard is with Edmonds Summit Center Drug Store in Greensboro.



LOCAL AUXILIARY PRESIDENTS AND SPEAKERS—First row, l. to r.: Mrs. J. A. Warren, Chapel Hill; Mrs. W. P. Brewer, Greensboro; Mrs. W. B. Morgan, Durham; D. Guion Johnson, President N. C. Women's Council; Second row: Mrs. Sandy D. Griffith, Burlington; Mrs. L. H. Crumpler, Raleigh; Mrs. Annie B. Cooksey, Winston-Salem; Mr. Graham Culbreth, Southern Pines. Mrs. Donald Bissette, President Pharmacy Student Wives, was out of the room at the time the picture was made.



DELEGATES FROM THE LOCALS—Auxiliary representatives shown seated in Institute of Pharmacy auditorium prior to business session.

Auxiliary Delegates Addressed by Dr. Johnson

Dr. Guion Johnson, president of the N. C. Women's Council, was guest speaker at this year's annual meeting of the officers of The Woman's Auxiliary of the NCPA and delegates from the local auxiliary.

The meeting, held in Chapel Hill at the Institute of Pharmacy on August 25, was presided over by Mrs. Graham Culbreth of Southern Pines, the state president of the auxiliary.

Subject of Dr. Johnson's talk was "Program and Organization Building." A lengthy question and answer forum followed Dr. Johnson's talk, indicating profound interest in the suggestions made by the speaker.

Decisions made at the meeting will be taken back to the various clubs represented for action on the local level. The State Auxiliary was invited to affiliate with the State Women's Council, which has a membership of approximately a quarter million women.

Mrs. J. A. Warren of Chapel Hill, in charge of the State Council's summer workshop of program building, attended the meeting as a guest.

Tentative plans are now being made for a state-wide meeting of all Auxiliary members not directly affiliated with a local group. Further announcements concerning this meeting, which will be another "first" for the auxiliary, will be made by Mrs. Culbreth.

Members attending the August 25 meeting:

State Officers: Mrs. Graham Culbreth of Southern Pines (president); Mrs. Sam Jenkins of Walstonburg (treasurer); Mrs. Ed Fuller of Salisbury (historian); Mrs. Ralph Rogers of Durham (parliamentarian); and Mrs. J. M. Darlington of Winston-Salem (advisor).

From The Alamance Drug Circle: Mrs. Sandy Griffin (president); and Mesdames Jack McAdams, J. H. Heritage, Rudolph Pittman and C. M. Andrews.

From The Greensboro Auxiliary: Mrs. W. P. Brewer (president) and Mrs. Robert Whiteley.

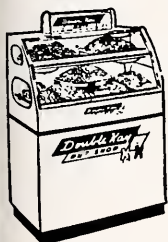
From The Raleigh Auxiliary: Mrs. L. H. Crumpler (president) and Mrs. M. B. Melvin.

From The Durham-Chapel Hill Auxiliary: Mrs. W. B. Morgan (president); and Mesdames I. W. Rose, M. L. Jacobs and W. J. Smith.

From The Pharmacy Wives Association: Mrs. Donald H. Bissett (president); and Mesdames W. A. Dawkins, Jr., Hildegard Pierce and Lorna M. Teare.

From The Winston-Salem Apothecary Club: Mrs. Annie B. Cooksey (president) and Mesdames H. P. Watson, Bruce Woosley and Leon Cahill.

From Hamlet: Mrs. F. E. Campbell (co-chairman of the state hospitality committee) and Mrs. Louis L. Holland. From Pinehurst: Mrs. W. R. Viall, Sr. and Mrs. W. R. Viall, Jr. From Monroe: Mrs. Paul Gamble. From Carolina Beach: Mrs. Wilbur Adams.



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP **KK**
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

New Space-Saver Bottle Available

Dry prescription chemicals in new and efficient rectangular-shaped, wide-mouth bottles will shortly be offered to pharmacists through wholesale druggists by the Mallinckrodt Chemical Works, St. Louis and New York. This is the first time a manufacturer has offered dry prescription chemicals in anything but round bottles.

The new bottle is trade-named Stormor because of its space-saving shape. Stormor bottles can increase the capacity of the prescription room storage shelves by as much as 25 per cent. Five of them fit in the space occupied by four round bottles.

In addition to saving space, the Stormor bottle has several other interesting features. Its slightly concave sides make it fit the hand, offering a firm grip which makes the bottle easy to handle and open. The rectangular shape keeps the bottle facing front when placed between other Stormor bottles. Round bottles, on the other hand, can rotate and hide the label.

Lined up on shelves, the orderly, face-front appearance of Stormor bottles is said to add to the efficiency and good looks of the pharmacy.

To go along with the new package, Mallinckrodt has also redesigned its label for better visibility and appearance.

In one of several surveys made for Mallinckrodt, 449 out of 450 pharmacists expressed enthusiasm over bottles of space-saving design. This was an important factor in the Mallinckrodt decision to convert its line to Stormor bottles. Pharmacists surveyed considered the space-saving feature to be foremost in importance. The ease of handling and better appearance of the bottles were thought to be next in importance.

Packaging dry prescription chemicals in Stormor bottles has already started at Mallinckrodt. When the change-over is complete, seven different sizes will carry almost the entire one-pound and quarter-pound line. The exceptions will be chemicals of extreme density or bulk and chemicals normally sold in canisters.

Mallinckrodt states that although wholesalers can now supply some dry prescription chemicals in Stormor bottles, the change-over is necessarily a gradual one and it will be some time before all items are available. Each week, as the conversion moves towards completion, wholesalers will be able to distribute more and more chemicals in Stormors to pharmacists.

*for the general treatment
of the anemias,
physicians
are prescribing*

RETICULEX

(LIVER, B₁₂, IRON, AND VITAMINS, LILLY)

'Reticulex' is a combination of liver-stomach concentrate with folic acid, vitamin B₁₂, and other antianemia substances. It has been developed out of a background of over twenty years' experience in the field of anemia investigation. The combination produces prompt reticulocyte response and hemoglobin regeneration. 'Reticulex' enables the physician to obtain satisfactory results in a minimum of time with a minimum of effort. It provides the pharmacist with an additional opportunity for service and profit. Supplied in packages of 100, 500, and 5,000 pulvules. Send your orders to us.

THE PEABODY DRUG COMPANY
Durham, North Carolina

Woman's Auxiliary of the N. C. P. A.

President—Mrs. Graham Culbreth, Southern Pines

First Vice-President—Mrs. B. R. Ward, Goldsboro

Second Vice-President—Mrs. O. G. Duke, Raleigh

Secretary—Mrs. R. L. White, Charlotte

Treasurer—Mrs. Sam Jenkins, Walstonburg

Historian—Mrs. E. R. Fuller, Salisbury

Parliamentarian—Mrs. Ralph P. Rogers, Durham

Advisor—Mrs. J. M. Darlington, Winston-Salem

Advisor—Mrs. T. J. Ham, Yanceyville

Alamance Drug Circle

President—Mrs. S. D. Griffin

Vice-President—Mrs. L. A. Wharton

Secretary—Mrs. Jack W. McAdams

Treasurer—Mrs. Rudolph Pittman

Chaplain—Mrs. E. L. McAdams

Historian—Mrs. C. A. Wharton

The Apothecary Club, Winston-Salem

President—Mrs. Annie B. Cooksey

Vice-President—Mrs. G. C. Hartis

Secretary—Mrs. Leon Cahill

Treasurer—Mrs. Bruce Woosley

Charlotte Women's Druggist Auxiliary

President—Mrs. D. Clyde Lisk, Jr.

Vice-President—Mrs. P. W. Kendall

Recording Secretary—Mrs. Floyd Johnson

Corresponding Secretary—Mrs. Ben Hawfield

Treasurer—Mrs. Victor Riggsbee

Greensboro Drug Auxiliary

President—Mrs. William P. Brewer

Vice-President—Mrs. A. A. Gwynn

Secretary—Mrs. R. F. Whiteley

Treasurer—Mrs. W. E. Davis

Historian—Mrs. O. W. McFalls

Chaplain—Mrs. Garland Coble

High Point Pharmaceutical Auxiliary

President—Mrs. Carson Southern

Vice-President—Mrs. A. A. Koonts

Secretary—Mrs. Clarence Brown

Treasurer—Mrs. Bruce Williams

Parliamentarian—Mrs. E. R. Anderson, Sr.

Historian—Mrs. H. M. Ridge, Jr.

Lizzie Hancock Chapter

President—Mrs. D. D. Hocutt

Vice-President—Mrs. M. C. Miles

Secretary-Treasurer—Mrs. J. G. Tolson

Mortar and Pestle Club

President—Mrs. W. B. Morgan

Secretary-Treasurer—Mrs. Ralph P. Rogers

Pharmacy Wives Organization, U. of N. C.

President—Mrs. Donald Bissette

Vice-President—Mrs. W. B. Ennett

Secretary—Mrs. Spencer Pearce

Treasurer—Mrs. W. A. Dawkins

Historian—Mrs. John Kluttz

Raleigh Woman's Drug Club

President—Mrs. L. H. Crumpler

Vice-President—Mrs. W. F. Elmore

Secretary—Mrs. Grady Britt

Treasurer—Mrs. Tom Sanders

Reporter—Mrs. Banks Kerr

Sandhills Pharmaceutical Auxiliary

President—Mrs. W. B. Whitlock

Vice-President—Mrs. J. T. Overton

Secretary-Treasurer—Mrs. Wesley Viall

Woman's Auxiliary, WNC Drug Club

President—Mrs. C. E. Bolinger

Vice-President—Mrs. T. D. Bennett

Secretary—Mrs. Harry Dover

Corresponding Secretary—

Mrs. James Harrison

Treasurer—Mrs. C. A. Beaman

Reporter—Mrs. Beaman Pinner

Historian—Mrs. Ed Brown

Woman's Auxiliary, Wilmington Drug Club

President—Mrs. W. L. Hickmon

Vice-President—Mrs. G. L. Carroll

Recording Secretary—Mrs. J. M. Hall, Jr.

Corresponding Secretary—Mrs. B. C. Brown

Treasurer—Mrs. D. B. Seitter

Family Digest Now on Sale

Advance copies of the first issue of "Family a digest for better health," made their appearance recently. Dated October, retail sale began on September 2nd in drug stores from coast to coast.

At the same time it was announced by Robert M. Guinn, publisher, that the November issue is already on the press with retail distribution October 22.

In a test conducted to assess potential consumer reaction, copies of the magazine were placed on counters of 25 typical drug stores during mid-August. Despite the fact that the special display racks developed for retailers were not used and participating druggists were requested not to give the magazine any special promotion, a complete sell-out was reported. As a result, backers are confident of "Family's" performance when it goes on regular sale with a full program of trade promotion behind it.

First issue of the new magazine runs to 100 pages. It features a story by Somerset

Maugham plus other fiction, and articles on health, hobbies, fashion and diet. Price is 10c per copy.

Shipments of "Family" to druggists are accompanied by a promotion kit containing a variety of material to help stores merchandise advertisers' products and push sales of the magazine. Gummed stickers, counter cards and window streamers are included in the package. Advance bulletins gave suggestions on how to make use of this material in tying in with the magazine's contents.

The business staff of "Family" expresses itself as highly encouraged by the initial support pledged by all sections of the retail drug industry, from independents to the large chains. Some 21 major drug store chains have already signed up as distributors, including Whelan, Sun Ray, Katz, Liggett and Thrift.

Booths For Sale

Nine life-time formica booths, practically new, for sale. Sam McFalls, Sunset Hills Drug Company, Greensboro. Tel. 5149.

Get **CAPUDINE** From Your Druggist

Capudine advertisements have been emphasizing this for over 50 years—always promoting the sale of Capudine only through Drug Stores.

We take this opportunity to thank the Druggists of North Carolina for their co-operation in the sale of millions of bottles of Capudine during the past half century, without a complaint from a consumer.

**"A Good Product
Consistently Advertised"**

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

HOWELL HALL HAPPENINGS

A very pleasing response from the pharmacists has been received in the recent report from the North Carolina Pharmaceutical Research Foundation for lists of prominent local laymen to receive the new publication reporting constructive progress of pharmacy in North Carolina. There is complete agreement on the need and value of better public relations. For this reason every pharmacist should be certain that his community is represented in the mailing list. These lists should be sent to Dean E. A. Brecht who is secretary of the Foundation.

Mr. C. D. Blanton, '26, of Kings Mountain has presented a beautiful decorative brass case to the pharmacy library. It is most valuable in creating another center of beauty and interest.

Word has been received from Dr. J. H. Beaujon who received his Ph.D. degree in Pharmaceutical Chemistry in 1952 that he has passed the pharmacist's examination in Holland. He flew to Curacao and accepted a position as director of a firm which operates a pharmacy where he is chief pharmacist.

Dean E. A. Brecht addressed the Rotary Club in China Grove on July 28 on "Trends in the Development of New Drugs." Mr. John H. Brown, local pharmacist, was program chairman. The program was given under sponsorship by the North Carolina Pharmaceutical Association.

A grant of \$6,500 has been received from the U. S. Public Health Service to continue for a second year a research project on the synthesis of amino acid derivatives under the direction of Dr. Walter H. Hartung. Dr. Lee Ming Chow will continue as post-graduate research fellow.

Dr. H. R. Totten attended the Pharmacology Seminar in Salt Lake City August 10 through 15. It was pleasing that this trip was made possible by a special grant from the North Carolina Pharmaceutical Research Foundation for a part of his travel expenses. This grant in some small measure recognizes the many years of devoted teaching service given by Dr. Totten to the pharmacy students in his botany and pharmacology courses.

Dean E. A. Brecht and Dr. Herman O. Thompson attended the annual meetings of the American Association of Colleges of Pharmacy and American Pharmaceutical Association in Salt Lake City August 16-21. Dean Brecht gave reports as chairman of the Committee on Predictive and Achievement Tests and the Committee on the United States Pharmacopoeia. Professor Thompson was program chairman and secretary for the Conference of Teachers of Pharmacy and delegate to the Annual Meeting of the Rho Chi Society.

The improvements in Howell Hall have been completed. They include painting of the interior in light green, light blue, yellow and white and the installation of modern lighting in all of the undergraduate laboratories. Pharmacists are cordially invited to visit the School of Pharmacy to see its new handsome appearance.

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We solicit your orders

Our experience of over 70 years

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We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

Salutes Pharmacists

Smith, Kline & French Labs. and the National Broadcasting Company saluted American pharmacists on August 19 in a special half-hour dramatic program entitled "Under the Sign of Jupiter."

The program coincided with the 10th convention of the American Pharmaceutical Association, being held in Salt Lake City and the dedicatory ceremonies of SKF's early American Apothecary Shop in Mystic Conn.

The program traced the changes that have come into the profession in the last century. The pharmacist's important role in medical care was pointed out in the program, with actual events being dramatized. Brief episodes in the radio program showed the importance of the pharmacist in retail practice in manufacturing pharmacy, hospital pharmacy and public health.

The script was based on research provided by the staff of the American Pharmaceutical Association.

Miller & Carrigan Buy Rowan Drug

The Rowan Drug Company of Spencer has been purchased by Paul W. Miller and his wife, and J. Frank Carrigan and his wife. The store was bought from the Phifer estate and T. M. Stanback.

Mr. Miller is a native of Rowan County. He was associated with Purcell Drug Company for a number of years, and for the last eight years has represented Wyeth Laboratories in the Salisbury area. A licensed pharmacist, Mr. Miller spent three years in the Navy during WW II.

Carrigan, like Miller, is a native of Rowan County. For a number of years he operated a drug store in Granite Falls. After returning to Salisbury, he operated a wholesale sale business for a number of years, but recently has been with Purcell's. He is an assistant pharmacist.

The business will be operated as Rowan Drug, Inc. A permit was issued by the Board of Pharmacy on July 21.

Accident Avoidable

Mr. McAllister:

As Coroner for _____ County, N. C., investigated a motor vehicle fatality on June 27, 1953. The deceased was a resident of this city.

In the rear of his badly damaged car were found a currency bag full of barbiturate and analgesic preparations. One box bore the name of a nearby drug store, but no physician's signature. One bottle bore a price code marking. None were to be filled unless by prescription.

The widow said she knew the deceased was getting "dope" somewhere, but could not find the source, nor could she find the source.

It is my opinion the deceased was not mentally alert when his car left the highway, because the road conditions were excellent.

Should this apparently promiscuous disposing of items be in order, please accept my apology for calling the matter to your attention.

I would have written sooner, but was advised that Mr. May would be in _____ by day.

Keeping ethics in mind at all times, I am
Very truly yours,

John Doe }
Town of XYZ } CORONER'S REPORT

At 12:50 p.m. on June 27, 1953, I answered a call to a motor vehicle fatality. Arrived at 1:15 p.m.

A 1953 Fordor 8 Pontiac was traveling west on N. C. 42 about six hundred (600) feet east of _____ store. This is about three (3) miles east of _____ N. C. city

limits. Indications are that the vehicle was traveling at an excessive rate of speed. The vehicle left the highway onto the right shoulder continuing west for a considerable distance along the shoulder, then plunging headlong into a deep ditch embankment. Massive damage was done to the vehicle. There was no evidence of applied brakes.

Cause of death:

Brain damage

Head injuries (windshield)

Chest (Intra thoracic hemorrhage)
(steering wheel)

Crushed upper right femur

Contusions—abrasions of both upper arms.

It is known that the deceased had been an habitual user of certain medicaments for the effect (gathered) experienced. Several small boxes of such were found in the car.

It is my opinion that the deceased was not mentally alert while operating his motor vehicle.

The highway had a negligible curve, visibility was excellent, accident avoidable.

(Signed by the Coroner).



"IT'S FAMOUS

because

IT'S GOOD"

Prescription Balances Repaired

Accurately

Speedily

Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.

A. C. A. Aids Members in Telling Public about Pharmacy

The American College of Apothecaries is inaugurating a public education program designed to provide patients with a background on the contributions made by pharmacy in improving public health, as well as explaining what goes into the cost of their prescriptions. Initially, ACA will provide its Fellows located in all parts of the country with two types of public relations material to be used at the "grass roots" level:

- (1) A monthly, short article dealing with the modern advances in pharmacy and medicine to be used in personal conversation with friends and patients, in addressing local clubs, making radio and TV appearances, or in contacts with local newspapers.
- (2) A series of single sheet prescription inserts that can be wrapped with the prescription package so that the information will reach the patient at the most strategic moment.

In undertaking this "limited objective" public relations program, ACA is drawing a bead on the cost of medicine target because it believes the average patient does not have adequate information on which to form a sound judgment as to the reasonableness of what he pays for prescription medication. This is indicated in the results of a recent small sample survey in which two-thirds of the people interviewed said they thought prices of prescriptions were "higher than they should be."

However, as an indication that they didn't know too much about prescription prices, the same people were asked whether prices had increased, decreased, or remained unchanged during the past year. One-third of these people said they "didn't know."

ACA believes the public should be informed on the "true bargain" it gets today in medical care as a result of the research and other advances made by all phases of medicine and pharmacy. In fact, there are some indications that a considerable number of pharmacists and doctors do not have a

full realization of what has happened in the past decade and a half.

Among the subjects to be covered by prescription inserts are: 24 year increase in life expectancy; conquest of certain killer diseases; relative costs of medicine; and pharmaceutical educational requirements.

Pharmacy groups and individual pharmacists who are not members of the ACA are invited to join the program and use the material if they care to. On request, their names will be added to the mailing list for the monthly releases. The first of the series of monthly articles follows:

WE ARE LIVING LONGER

We have all heard a great deal about the good old days and how things were much better then, but with regard to the health of our nation "the good old days" is nothing more than a nostalgic phrase. We are much better off today. Children born today have a far better chance than you or your parents had in surviving the disease hazards of childhood and living to a ripe old age. This great development has been directly due to advances made in pharmaceutical and medical research over the past fifty years.

A child born in 1900, had an average life expectancy of about 44 years, according to reliable public health statistics. Today the average life expectancy of each of the nearly four million babies born in 1952, is about 65. Over 20 years of useful life, per baby, has been added to the basic productive resource of our country in the short span of 50 years.

During this same period, the death rate was cut nearly in half from 17 per 1,000 persons to 9 in 1950. Thus, we find that people can not only expect to live longer, but are living longer today and are enjoying life more than ever before. In 1900, it was estimated that there were in the neighborhood of 5 million people over 65; today there are 13 million people over 65. Within the next 25 years it is estimated that this figure will double.

Many factors have contributed to the longevity of today's population and the i

crease in life expectancy. Improved nutrition, education, living facilities, as well as advances in medical facilities, have all been partially responsible. However, the most dominant factor has been the development of new and effective pharmaceutical products and their widespread intelligent usage by the medical profession. The profession of pharmacy not only contributed scientists who helped create and develop these new products, but most importantly serves as the primary channel through which these drugs reach the patient's bedside promptly and safely. Through Pharmacy these new medicines are immediately available to every man, woman and child in every part of the nation.

The death rate from the principal communicable diseases—scarlet fever, measles, whooping cough and diphtheria . . . declined well over 90 per cent in the five years 1946-1950, as compared with 1911-1915.

Scarlet fever, which has been decreasing in severity for a number of years, has become one of the mildest of the acute communicable diseases of childhood. Complica-

tions previously dreaded from this disease are largely controlled by the antibiotic drugs. Pneumonia and influenza, which together still cause more deaths at ages 1 to 14 than any other disease, have declined in mortality to only one sixth of the rate prevailing 35 years ago. Such improvements can be exemplified in many other conditions. Even in Polio, a most dread disease, advances have been made, and present trends give hope for even better results.

The medical and pharmaceutical professions are justifiably proud of the contributions they have made toward making life longer and happier for the American Public, and are dedicated to continuing this progress at an even more rapid rate in the future.

For Sale

National Cash Register, 4-Department, one drawer, in perfect working condition. Especially suitable for a business dealing in several varieties of merchandise. Cash price \$200.00. Koonts-McGhee Drug Company, High Point. Tel. 3373.

Announcing

NEW DISPLAY DEAL

For

TINA-CIDE

Now packed Seven (7) bottles to the Display carton. You pay for Six (6)

NEW PRICE—50c

List \$3.60 Dz.

**Order from your Drug Jobber
and get bonus with order.**

A Case of Mistaken Identity

A friend of mine was telling me a story the other day about poor old Mrs. Dunn in Ireland who went to see a young lad who was leaving to make his fortune in America. She said, "My son Tommy went to America five years ago. I had one letter from him, not a word since. All I know is that he lives in a small house in Pennsylvania."

"What kind of a house?" the boy asked.

"It must be a little glass house," the old lady said. "He wrote about how small it was and about the windows. You can see out on every side."

"A little glass house in Pennsylvania," the young man said. "All right, I'll look him up and tell him to write a letter to you."

Well, the young man went to America, and as he rode through the country on his way to the Middle West where he had a job, he thought of Mrs. Dunn and her son who hadn't written. In time he came to the state of Pennsylvania, and the boy kept looking out of the car windows hoping that he would see a glass house in which the son might live. Somewhere on the Turnpike the car stopped at a gas station. The lad got out and went inside. In one corner of the station there was a telephone booth. The boy's eyes popped. Here was the little glass house with windows on all sides and, better still, there was a man in it. He moved closer. The fellow looked as if he might be Irish. What's more, just at that instant the man opened the door and stepped out.

"Are you Dunn?" the boy asked.

"Yes," said the man.

"Well, the boy said, 'Why the heck don't you write a letter to your poor old mother in Ireland?'"

Simple Mathematics

When the great German mathematician Gauss was a boy of nine or so, his arithmetic teacher gave the class this problem: "What is the sum of 1 plus 2, plus 3, plus 4, plus 5, plus 6, plus 7, plus 8, plus 9, plus 10?"

The boys began to add. Suddenly little Gauss' hand went up: "I have the answer."

"You've seen this problem before!"

snarled the teacher. "No, I haven't seen it before," replied Gauss.

"Then what is the answer?" said the teacher. "Fifty-five," said little Gauss. "How do you know?" exclaimed the teacher.

"Well, I just noticed that the first figure you gave us, 1, plus the last figure, 10, add up to 11, and the second figure you gave us, 2, plus the next to the last figure, 9, makes 11, too, and inside that 3 and 8 make 11, and 4 and 7 make 11, and so do 5 and 6 and that is all the numbers, so I just thought that the sum of the first and last number multiplied by half the numbers of figure you gave us would be the right answer."

The 2 x 4 Story

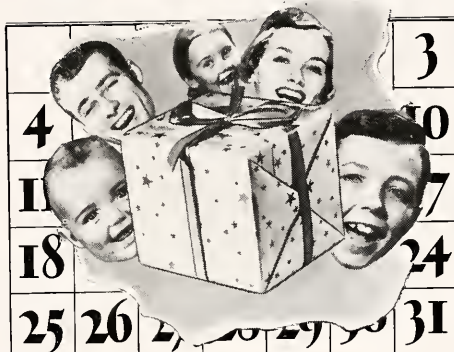
One of the pharmacist's present-day problems is space to store the almost endless variety of medication flowing from the pharmaceutical laboratories of this country. But if all physicians followed the practice of one who used a piece of 2 x 4 as his prescription blank, then we would have a real problem on our hands.

Actually, the prescription shown being read by Sam Jenkins is a one-time proposition. Paul Woodard of Princeton, who sent us the prescription, said it was written by a local doctor whose hobby is carpentry. The doctor said he had used all sorts of material as prescription blanks, but lumber had been by-passed. Hence the 2 x 4 which eventually was presented to the Woodard Drug Store by a patient.

The old-style Coca-Cola unit shown in the picture is believed to be one of the first of its type to be distributed by the Company. Donated to the Institute of Pharmacy by M. L. Davis of the Elm City Pharmacy, the unit was in use in that store by the late Henry G. White prior to World War I. It is believed to be at least 50 years old.

The apothecary jars were donated to the Institute of Pharmacy by James O'Daniel of the Hickory Drug Company. Sam Wellfare contributed the small hand-blown bottle shown in front of the Coca-Cola unit. Believed to be at least 100 years old, the bottle came from the James H. Rogers Drug Store (now Stalnaker Drug Co.), Charleston, W. Va. The store was established in 1812.

1953 *December* 1953



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Your customers will buy 90% of their Christmas purchases in December—you can sell them the lion's share of the year's largest buying spree—IF you order an adequate Christmas stock within the next 30 days.



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Visit the Dogwood Room or order from your Bodeker salesman—but act now, and insure yourself the opportunity of selecting from the largest and most complete Christmas stock we have ever offered.

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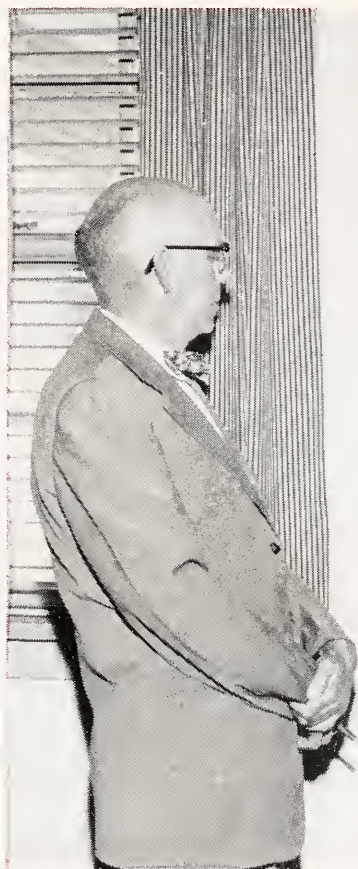
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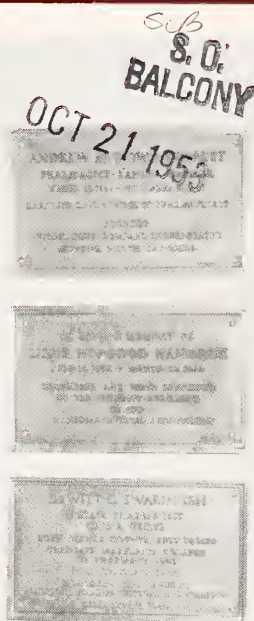
Raleigh, North Carolina

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



MEMORIAL PLAQUES—NCPA President W. A. Ward is shown examining three bronze memorial plaques recently installed in the auditorium of the Institute of Pharmacy, Chapel Hill.



1953

1953 YEAR BOOK

- Proceedings of the 73rd NCPA Convention
- Annual Report of N. C. Board of Pharmacy

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For "Nervous Indigestion"
an improved
anticholinergic agent

Pulvules 'Elorine Sulfate' are indicated for spasm and hypermotility of the gastro-intestinal tract and as an adjunct to peptic ulcer therapy. 'Elorine Sulfate' is particularly valuable because therapeutic doses can be given with negligible side-effects.

Average dose: 50 mg. three or four times a day.

Supplied in 25-mg. (No. 344) and 50-mg. (No. 345) pulvules in bottles of 100 and 1,000.

Prescription demand is now being created by nationwide detailing and advertising. Be ready to fill your customers' prescriptions promptly.



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For the patient who needs sedation in addition to relief from spasm. Available in one strength only, containing 'Elorine Sulfate,' 25 mg., and 'Amytal' (Amobarbital, Lilly), 8 mg. (No. 356). Order adequate stocks today!



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The Carolina Journal of Pharmacy

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NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
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W. J. SMITH, MANAGING EDITOR

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OCTOBER, 1953

No. 10

PROCEEDINGS

Seventy-third Annual Convention

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

Carolina Hotel, Pinehurst

May 24-26, 1953

Opening Session

The seventy-third annual meeting of the N. C. Pharmaceutical Association was called to order by President B. R. Ward on May 24, 8 P.M. Approximately 300 members of the NCPA, TMA and Woman's Auxiliary were present for the first joint session, which was held in the ballroom of The Carolina Hotel, Pinehurst.

Mrs. James M. Darlington of Winston-Salem, President of The Woman's Auxiliary, and W. S. Gibson of Goldsboro, President of The Traveling Men's Auxiliary, formally opened the sessions of their respective organizations.

In an appropriate address of welcome in which he outlined some of his past experiences as a drug clerk, Dr. Clement R. Monroe, Chief of Staff, Moore County Hospital, invited the delegates to partake of typical Southern hospitality in and around the Sandhill area of the State.

The response to the address of welcome was by Herbert E. Lovett, pharmacist of Liberty.

The delegates were thrilled by the singing of Norman Cordon, formerly of the Metro-

politan Opera. His negro spirituals were especially appreciated.

The concluding address of the evening, "What Answer for Our Age of Anxiety?," was presented by Dr. Carl Hermann Voss of New York.

President Ward announced the addition of 12 new directors of the Pharmaceutical Research Foundation.

The new directors are: E. J. Andrews of Baltimore, J. C. Jackson of Lumberton and Frank W. Hancock, Jr. of Oxford, all for two-year terms: A. N. Martin of Roanoke Rapids, W. T. Glass, Jr. of Wilmington and R. C. Russell of Charlotte for three-year terms.

D. A. Dowdy of High Point, Paul B. Bisette, Jr. of Wilson and W. B. Gurley of Windsor were appointed to four-year terms. Chosen for five-year terms were W. L. West of Roseboro, J. Paul Gamble of Monroe and Wade A. Gilliam of Winston-Salem.

After adjournment of the first joint session, the convention delegates were guests of Buttercup Ice Cream Company at a "President's Reception," held in the Card Room of The Carolina.

Second Session

May 25

Ballroom, 10 A.M.

After opening the second business session, President Ward introduced C. Louis Shields of Wallace, who conducted the Association's annual memorial service for deceased members. As Mr. Shields read the list of deceased members, a red rose in memory of each was placed in a vase centered on the speaker's rostrum.

THE RITE OF THE ROSES

Conducted by C. LOUIS SHIELDS, Wallace

A beautiful story is told in connection with the approaching death of Ka-bir', a religious teacher of India in the 15th Century. He was a famous reformer who sought to lead his people away from old superstitions and religious jealousies, and make them as one people. The essence of his teaching was, "God is a Spirit, and they who worship him must worship him in spirit and in truth."

His disciples were arguing, as he lay dying, whether they should burn him as a Hindu or bury him as a Mussul-man. He told them to wait until he had passed away, and then to raise the shroud. If his face were turned toward Be-nar'-es, he should be cremated; if towards Mecca, he should be buried with Mussul-man rites.

They did so, and when they raised the shroud there was no body, but only a heap of roses. Half of them were buried by the Mohammedans, and half were taken to Be-nar'-es, where they were burnt, and the ashes scattered on the waters of the sacred Ganges River.

The colors of the rose, in its many varieties, are as varied as the rainbow. The perfume of the rose sweetens the air and lulls the senses to calm reflection. Our minds are pleased today, to retrace their steps of recent years, led by rose-fragrant memories of the lives and deeds and friendships of these brothers we have lost awhile.

These hands that have wielded well the mortar and pestle, beckon us on in service. These lives that were spent in preparing remedies for the ailing bodies of their fellow-men, are an inspiration.

Let us never fail, as members of the pro-

fession older than written history or here-say, to earn and win by our tireless loyalty to mankind—their confidence and respect.

Deceased Members

Carl Whittaker Hales, Jacksonville,

May 31, 1952

Patrick Gray Glass, Kannapolis,

August 21, 1952

Matthew I. Lasley, Winston-Salem,

August 30, 1952

Richard Edward Young, Asheville,

August 30, 1952

Julius Albert Suttle, Shelby,

October 7, 1952

Daniel David McCrimmon, Pittsboro,

January 3, 1953

Bascom Rommie Phifer, Spencer,

April 14, 1953

Henry Clay Newsome, Winston-Salem,

April 27, 1953

President-Elect W. A. Ward of Swannanoa presided during presentation of "The President's Address" by Mr. B. R. Ward of Goldsboro.

PRESIDENT'S ADDRESS

Mr. President-Elect, distinguished guests, members of the North Carolina Pharmaceutical Association, ladies and gentlemen:

As I attempt to digest, correlate and record the varied activities of the Association during my term of office, I recall Reverend Jones who was invited to speak to a religious congregation down our way. A telegram he received from the program committee read as follows: "We should like to have you address our congregation on the subject, 'The World, the War, and the Church.'"

Rev. Jones gave the matter some consideration and felt he would like to accept the invitation, but the magnitude of the subject bothered him considerably. So he wired them as follows: "I would like to address your congregation. However, I would not like to be cramped in my style or restricted in my remarks by any such narrow subject as 'The World, the War, and the Church.' I will be glad to come if you will add to it, 'The Sun, the Moon, and the Stars.'"

Now I do not propose to extend my remarks to include the celestial bodies in commenting on developments within our ranks.



B. R. Ward, Goldsboro
President, NCPA 1952-53

As a matter of fact, when I sought advice in the preparation of this report I was told to observe two rules: First, be brief. Second, be seated.

I would like to thank each and every one of you for the privilege and honor of serving as your President during the past year. During this period I had the opportunity of visiting a number of pharmacists throughout the state to discuss mutual problems of interest. As a result, the past year has been one of the most enjoyable periods of my life.

While it has not always been easy sailing, I have found the average pharmacist to be most appreciative of the efforts of our Association towards elevating Pharmacy in North Carolina. To borrow an expression of one of our members: "We have not and cannot afford to give up the fight to raise the standard of Pharmacy in North Carolina."

It was indeed discouraging to learn that our General Assembly did not appropriate necessary funds to expand the School of Pharmacy at the University. But we made progress towards that goal and all are anxiously looking forward to the time, when the new building will be erected in an appro-

priate place in the new Medical Center at the University.

I strongly urge that each member of our Association make a special effort to bring to the attention of his Representatives in the General Assembly the urgent need of larger training facilities for our Pharmacy School. As a further suggestion, make three separate contacts with your future Representatives. First, immediately following the candidates announcement for office. Second, following the election, and finally, when the officials depart for Raleigh.

The desires of the constituents back home exert powerful influence on our elected officials. It is important that you express yourself to those who represent you in Raleigh.

Last year the Association inaugurated a new policy of inviting member-guests to sit in on business sessions of the executive committee. These guests were encouraged to ask questions, make suggestions, offer criticism. By this means the workings and problems of the Association have been extended to a much larger group than heretofore has been possible.

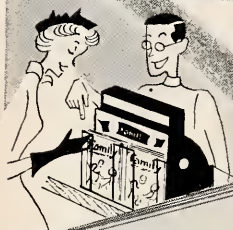
This policy has been adopted by the State Board of Pharmacy, with four to five guest-pharmacists attending each monthly meeting of our legal body. Through actual observation of what transpires at the sessions of the Board, more pharmacists are becoming better acquainted with the responsibilities of the law-enforcing arm of our profession.

I am wholeheartedly in sympathy with this program and recommend to the incoming administration that it be even further broadened in scope. A well informed pharmacist is a strong pharmacist.

Our home in Chapel Hill—the Institute of Pharmacy—is beginning to fulfill the purposes for which it was erected. If you have not visited the Institute, I urge you to do so. The Institute is unique in that it is the first of its type in the South and compares favorably with any association-owned headquarters building in this country.

During the past year I have particularly observed the trend the supermarkets have made in stocking additional drug items. Many independent grocery stores have established departments stocked with many of the leading nationally advertised drug sundry items. This condition is widespread

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one of these...
you make another
friend for
drug stores!



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druggist friends for *Family*—
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Please ship me (in units of 100)copies of FAMILY at 06½¢ each to be sold at 10¢ retail. This is a standing order for six issues beginning with the next issue, and for each issue thereafter until other instructions are given my distributor. In return for the special price to me of 06½¢ it is understood that for the first six issues FAMILY will be delivered to me on a non-returnable basis. With my first delivery, send me FREE DISPLAY RACK which will hold 30 copies. I promise to use the display as recommended by my state pharmaceutical association.

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Address.....
City..... State.....

Signature.....

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Firm Name.....
Firm Name.....

Family

A digest for better health

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New York 14, N. Y.

over the State and there is no complete answer to the problem.

In meeting this problem, the following suggestions are made on the basis of personal observation and experience: First, a clean, immaculate store is absolutely essential. Second, feature the large size item that is not ordinarily found in the grocery store. Third, display and price-tag your merchandise to dispel the illusion that the supers sell it for less. And, finally, see that your sales clerks take advantage of the various training programs available.

With the educational background the pharmacist has today, it will require a great deal of effort to remove him as an essential cog in the distribution of merchandise now so eagerly sought after by the supers and other outlets. By remaining alert to the needs of our customers, we will not only meet but beat this new field of competition.

To emphasize the importance of the right approach to this problem, we are devoting a substantial portion of the Convention program to methods for obtaining a bigger share of today's drug and toiletry sales.

I understand on reliable authority the Bureau of Narcotics will attempt to determine on what basis physicians obtain narcotic drugs for office use. In one District with over 4,000 physicians, less than 200 had legal authority to purchase narcotic drugs for office use. The annual tax for the physician's Class IV registration is \$1.00.

There has been a notable increase in the number of local and sectional drug clubs established within the past year. In our own section, we have "The Wayne County Drug Club" with membership open to pharmacists in nearby counties. With capable Dorsey Welch of Washington at the head, the North-eastern N. C. Drug Club is doing splendid work in that area.

The Durham Drug Club was reorganized and now draws its membership from two counties, Durham and Orange. Two new clubs, The Stanly County Drug Club and the Charlotte Drug Club are now in the process of being organized. And our older clubs in Greensboro, Winston-Salem, Asheville, Fayetteville, Henderson and Wilmington continue to exert a beneficial influence in the localities where they are located.

Since Mr. F. O. Bowman, our attorney, will give you a complete report on the legislative activities of the recent General Assembly, my only comment will be to thank all persons who aided the Association in defeating House Bill 419. To elevate our profession, we must steadily fill our ranks with young men and women thoroughly educated in the sciences and the arts. To my way of thinking, it is a mighty poor way to advance by throwing the car into reverse.

I realize the sacrifices incident to serving in the General Assembly, but here and there in the State we hope some of our legislative-minded pharmacists will get in the race for some of the 170 seats. Toward that end I recommend to our President-Elect that he and the Association's legislative committee offer assistance to pharmacists who indicate a willingness to enter Raleigh's political arena.

Very shortly 48 graduates of our fine School of Pharmacy at Chapel Hill will complete their work and enter our ranks throughout the State. I greet them with anticipation, knowing their professional knowledge, their enthusiasm and their initiative will add to the prestige and service of Pharmacy.

At the same time I direct the young graduate's attention to the fact that in today's keenly competitive market, it takes more than mere industry and good intentions to assure advancement. Yes, you can be loyal, honest, industrious, capable, conscientious, considerate—and still be a dead weight to the business that pays your weekly salary.

You see, there are many other employees who also possess these qualities. How often we hear a minor employee complaining that he has been on a certain job for ten years or more, and somehow doesn't seem to get ahead.

Analyze the situation and you are likely to find he is performing substantially the same services that engaged him ten years ago. The only difference is that he is somewhat slower and more crotchety in disposition. Actually, he is worth no more to his firm than on the day he began work.

There is a rather pointed story of such a man who once complained to a superior that he should have more consideration. "After all," he concluded, "I have had 15 years' experience." "Oh, no," said the superior.

Thousands of independent druggists
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the BIGGEST CHRISTMAS EVER!
Call your Dr. T. C. Smith Salesman NOW!

Gifts Galore .. for '53 !



CALL OUR SALESMAN TODAY..RIGHT NOW!

Dr. T. C. Smith Company
Service Wholesale Druggists
Asheville, N. C.

Builders of Better Health Through Pharmacy Since 1869

"Right there is where you made your mistake, John. You haven't had 15 years' experience. You have had one year's experience fifteen times."

In other words, what the boss was trying to tell John is that experience is of no real value unless it broadens your perspective. In this day and time, you must use your head to get ahead. You must get out of the rut and into the race.

Instead of fretting unduly because you aren't making enough money, try casting about for opportunities to increase your usefulness to your employer. Try the experiment of doing a few things you aren't specifically paid to do, especially if these services involve added skill or responsibility. Remember, if you are to earn more, you must make yourself worth more.

Under the guidance of Mrs. James M. Darlington of Winston-Salem, The Woman's Auxiliary has registered another successful year. Membership of the Auxiliary now stands at 528, making it the largest organization of its type associated with a state pharmaceutical association in this country.

The Auxiliary has completed numerous projects during the year. Several thousand dollars were contributed to the Institute of Pharmacy; the scholarship loan fund was maintained; many worthwhile community projects have benefited by reason of this fine organization.

Over 300 sales representatives are affiliated with our group in an auxiliary capacity. I acknowledge with grateful appreciation their many helpful services during the year, and look forward with eager anticipation to our mutual association during the years ahead.

If you will for only a few moments glance at the successful business firms in your home town, be it a grocery store, a bank, an industry or any organization that is a leader in its field; and if you analyze these carefully, you will find one key person in the organization that "makes it tick."

The N. C. Pharmaceutical Association is no exception to this, for we are doubly blessed by having not one but two persons of this calibre, Mr. and Mrs. W. J. Smith.

I strongly urge you to continue to give these people your cooperation in order that our Association may go forward. And to

you, Mr. President-Elect, I pledge my wholehearted support. I am ready and willing to assist you during your administration.

And to all who have aided in the success of the activities of this Association during the past year, I express my grateful appreciation.

It has been my good fortune to have an exceedingly cooperative executive committee to work with. During the year members of the committee have been generous with their time, and, where necessary, with their dollars in order that our program might proceed. For their mutual aid and service, for their friendship and brotherly love, I shall always be grateful.

As I join the ranks of the past presidents, I realize that our Association is made up of persons who have an identity of ideals, expressed not in idle words but in vigorous action; of men who possess to an increasingly greater extent a community of interests.

It seems to me that a fitting conclusion to these few remarks might be taken from a little poem, which has been called a *Pattern for Living*:

"A little more 'we,'

A little less 'I,'

A little more laugh,

A little less cry,

A little more flowers on the pathway of life,

And fewer on graves at the end of the strife!"

A committee was appointed to study the President's Address and to report back its findings at the last session of the Convention. C. D. Blanton of Kings Mountain was named chairman, assisted by James W. Harrison of Asheville and Herman Cline of Charlotte.

REPORT OF THE COMMITTEE ON THE PRESIDENT'S ADDRESS

President B. R. Ward's address to this assembly was a most lucid and comprehensive account of the activities and accomplishments of your Association during the year just ended.

President Ward has given freely and willingly of his time during his term of office. He has endeavored to and has succeeded in



When time means money...

Ever think of how much time your wholesaler salesman saves you? Because he represents hundreds of lines, his regular calls literally make it possible for you to do business with many, many manufacturers and to select the merchandise that will sell best for you.

He is a local man, too—with headquarters near-by. So you don't waste time in long-distance transactions, or in waiting for merchandise shipments.

The time your wholesaler salesman saves you can be devoted to aggressive selling. And that means more money in the till.

The most trusted name in surgical dressings and baby products...

Johnson & Johnson

being your leader in every sense of the word.

During his administration he and his officers have, by your leave, enlarged the functions and activities of your Association. However, no retiring president can accomplish for his group all the things he hopes to accomplish. He must needs leave some things for his successor.

His recommendation that each member be vigilant now and in the future in doing his best to see that no adverse legislation become enacted that would lower the standards of pharmacy deserve the consideration of every member. This committee hopes each of you remember this.

His address was inspirational and helpful and pleaded that all pharmacists through unified action work towards maintaining the high standards of pharmacy.

The committee concurs in President Ward's recommendation that each member make a special effort to enlist his legislative representative's interest in and support for larger facilities for training future pharmacists in the state.

The committee concurs in his statement that "a well informed pharmacist is a strong pharmacist."

The committee concurs and recommends for your consideration our President's suggestion that the young graduates be assisted in adjusting themselves to modern methods of operating present day pharmacies so that they will not become dead weight to the profession. Respectfully submitted by C. D. Blanton, Chm., James W. Harrison and Herman Cline.

Dean Edward A. Brecht of the School of Pharmacy, UNC, introduced the next speaker—F. Royce Franzoni, President-Elect of the American Pharmaceutical Association. Mr. Franzoni's address "Ethics in Modern Pharmacy" will be published in the November, 1953 issue of THE CAROLINA JOURNAL OF PHARMACY.

Motion was introduced by W. G. Dudley, Jr., of Reidsville, seconded by W. T. Glass, Jr. of Wilmington that the Association's by-laws be amended to discontinue acceptance of new associate members after May 26, 1953.

President Ward announced consideration of and action on the proposed change in

By-Laws would be taken up on the following day.

Lewis W. Rush, Vice-President of Advertisers Exchange, discussed advertising as a promotional means of increasing business volume and building goodwill. His address entitled, "Are You Selling Your Store to Your Community," appeared in the August, 1953 issue of THE CAROLINA JOURNAL OF PHARMACY, page 359.

Dr. Walter Hartung spoke briefly about the proposed 5-year pharmacy course, which is under consideration at the national level. The delegates were urged to not act hastily on the matter until they were in possession of all the facts. He said we are thinking in terms of the graduate, many of whom will be in practice in the year 2,000.

J. C. Jackson introduced G. E. Henderson, an official of the Virginia Pharmaceutical Association. An invitation to attend the Virginia Convention was extended by Mr. Henderson.

Third Session

Ballroom, 2:30 P.M.

President Ward opened the session by announcing the appointment of two committees: Time and Place and Committee on Nominations.

W. A. Gilliam was named chairman of the Time and Place of the next Convention. T. J. Ham, Jr. was appointed head of the Committee on Nominations, assisted by committee members Joe Barbour, Dean Tainter, W. T. Glass, Jr., J. Paul Gamble, E. C. Daniel and John T. Stevenson.

"Baby Business Is Big Business," the title of the next address, was ably presented by James A. Crain, Manager of the Mail Sales Division of International Latex Corporation. This address appeared in the July, 1953 issue of THE CAROLINA JOURNAL OF PHARMACY, page 305.

"Customers Are People," a 16 mm. sound movie presented by Douglas C. Rich of the Eastman Kodak Company emphasized the tremendous potential represented by the photographic market. Central theme of the film: (1) A well displayed photo department, and (2) A qualified person to handle sales.

An illustrated feature, "This Week Maga-

Topical Ointment of
HydroCortone[®]
 ACETATE
 (HYDROCORTISONE ACETATE, MERCK)

Creates New Prescription Opportunities



**Topical Ointment of
 HYDROCORTONE Acetate
 duplicates no other
 Rx item in your stock.**

Topical Ointment of HYDROCORTONE Acetate (1% or 2.5%) improves allergic dermatoses considerably faster than other forms of local therapy. Marked decrease in inflammation and pruritus has been obtained without systemic effects. Extensive advertising and detailing will make it profitable to order immediately from your wholesaler.

Stock the Complete Line

TOPICAL:

Topical Ointment of
 HYDROCORTONE Acetate
 1% and 2.5%
 5-Gm. Tubes

Dental Ointment of
 HYDROCORTONE Acetate
 Each Gm. = 25 mg.
 5-Gm. Tubes

INTRA-ARTICULAR:

Saline Suspension of
 HYDROCORTONE Acetate
 Each cc. = 25 mg.
 Vials of 5 cc.

ORAL:

HYDROCORTONE TABLETS
 20 mg.
 Bottles of 25 Tablets
 5 mg.
 Bottles of 50 Tablets

**All HYDROCORTONE
 tablets are oval-shaped
 and carry this trade-mark:**



HYDROCORTONE is the registered
 trade-mark of Merck & Co., Inc.
 for its brand of hydrocortisone.



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Manufacturing Chemists
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zine Views the Drug Industry," was next shown.

In a humorous extemporaneous talk, Mr. E. W. O'Hanlon delighted his listeners with some reminiscing of Pharmacy as practiced fifty years ago. Mr. O'Hanlon is the Association's oldest living past-president.

A proposed amendment to Article I, Section 3 of the Association's By-Laws was introduced by W. G. Forrest, Jr. of Kinston: "The ballots received as indicated in the preceding article are to be received and sent by the President to a Board of Tellers, composed of three members to be elected at the annual convention. This board shall count as votes in the annual election only those ballots received from members whose dues have been paid for the current year, and who in turn shall certify to the Secretary-Treasurer the result of the election, after which the latter shall be published. The counting of the ballots by the Board of Tellers shall be done at the N. C. Institute of Pharmacy on a day selected by the President, and any eligible voting member shall have the privilege of attending the counting of said ballots. The Secretary-Treasurer shall notify all members by mail, the date selected by the President for the purpose of counting the ballots at least two weeks prior to that date."

President Ward announced action on the proposed amendment would be taken up the following day.

The meeting was adjourned to Tuesday morning, May 26.

Fourth Session

May 26

Ballroom, 10 A.M.

After opening the fourth session, President Ward introduced Charles D. Blanton, Jr. of Kings Mountain, who, in his capacity as President of the NCPA Student's Branch, gave a report on the activity of the organization for the past year.

The Annual Report of the NCPA Secretary-Treasurer was the next order of business:

REPORT OF THE SECRETARY-TREASURER

Mr. President, Members of the Association, Ladies and Gentlemen:

In presenting this report which of necessity contains some statistics, I recall the story of one of our professors at Chapel Hill who taught mathematics and statistics.

One day this professor was standing, dressed in his bathing suit, at the edge of the swimming pool on the University campus when a beautiful co-ed accidentally dropped her camera into the deep end of the pool.

She called to the elderly professor to help. He said he would be glad to dive down after the camera, but first wanted to know why she happened to choose him when there were so many young men within easy reach to do the job.

She answered, "Professor, you have apparently forgotten me, but I am in your statistics class. I have found you can go down deeper—stay down longer—and come up drier—than anyone I know."

I do not propose to go down too deep, stay down too long, or come up too dry with these statistics.

Once a year we have a certified public accountant visit the offices of the Association. After about a week of examining financial records, verifying bank accounts and investments, and asking questions, he turns up with a five or six page report which I do not propose to read at this time, but which will be published in the Year Book.

Briefly summarizing our auditor's report: Net worth of the Association as of December 31, 1952 was \$99,000.00. Value of the Institute of Pharmacy, land and equipment less depreciation was set at \$83,642. Cash on hand amounted to \$4,524; our investments in building and loan stock and ADFI stock amounted to \$10,336.

Since net worth of the Association was \$86,548 at the end of the previous fiscal year, the gain in assets for the 12 months period was better than \$12,000.

Total membership of the Association is now 1,190. Deducting for those members lost by death plus the 49 members dropped for non-payment of dues, removal to other states or for various reasons, we still had a slight gain in membership. In other words,

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

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the number of new members coming into the organization exceeded the number of those leaving for all causes.

Distribution of the membership is as follows:

Pharmacist Members	840
Associate Members	112
Pharmacist Life Members....	43
Associate Life Members.....	1
Honorary Members	6
Student Branch Members.....	188

Institute of Pharmacy

For the first time the Association had the use of the Institute of Pharmacy for an entire year. You will recall the building was first occupied in August of 1951.

Hundreds of persons have visited the Institute, either on brief stop-overs or to attend a meeting of which we are averaging about two a week. Those members who had a part in bringing the Institute into existence are proud to be a part of the project, now that it is nearing completion, and visitors from in and out of the state are favorably impressed with your home in Chapel Hill. After inspecting the building recently, a pharmaceutical leader from another state said: "Now I know the purpose of the Institute. It's to raise the morale of the druggists."

While the purposes of the Institute are more far-reaching than that, nevertheless we were interested in this reaction from an outside visitor, who knows little or nothing of the workings of our organization.

As had been planned all along, certain of the Institute facilities are being made available to other organizations and groups when such facilities are not in use by the NCPA. Such agencies as the Heart, Cancer and Red Cross societies have met in the building. And as the facilities become more complete, we anticipate even further use of the Institute.

Contributions to the Institute during 1952 amounted to \$11,000, all being spent on the finishing-up stages or for the purchase of equipment.

Fair Trade

Passage of The McGuire Bill made necessary the issuance of a new fair trade book, which was done in the summer of

1952. Price of the book was set at \$10.00 to be nearly cover the cost of compiling the leaflets, the binder and shipping charges.

Lately, due to a large number of price changes, we have been forced to suspend shipment of the books until the new leaflets are made a part of the book. While the book is never 100% complete, we like to have it as accurate as possible before mailing from Chapel Hill.

VA Pharmacy Service

Of the 280 participating pharmacists offering prescription service to veterans under terms of the Veterans Administration contract, 250 stores submitted 20,033 prescriptions during 1952. Averaging \$3.25 each, the participating stores were paid \$64,710 for the prescriptions.

Since the program was established, there was until 1952 a steady increase in the number of prescriptions handled under this program. Last year a dispensary was established in Winston-Salem to supply medication to veterans coming to the VA Medical Division. In some instances Insulin is supplied direct. As a result of this, the VA program as handled by the NCPA office has been reduced by approximately 20%. Mostly the larger accounts appear to be affected as many of our accounts in the \$50 to \$100 category are on the increase.

Some difficulty is experienced with a few participating stores failing to file statements each month as required by contract, but otherwise the program is moving along nicely.

Legislative Work

Very little work in the way of special projects has been carried on this year due to the legislative situation that has existed in Raleigh and of which all of you are familiar. The 1953 session of The Assembly is now history. Its story has been told by press, by radio and by word of mouth.

Our own relationship with the Assembly was most indirect, as the Association's legal representative—Mr. Bowman—was on the firing-line for the entire four months the lawmakers were in session.

It has been our experience that legislative work is most effective when it comes by way of the member back home. Our whole program is predicated on the assumption that

For sixty-eight years

. . . since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

you and you alone best know your legislator. You know his political views, know how he is likely to react to a given situation or proposition. Hence a state-wide issue can best be expressed to the Assembly by individual work on the part of hundreds of "yous" throughout the State.

Apparently there must be some degree of truth to this assumption, otherwise we fail to see justification for branding some of us at Chapel Hill as the "anvil choir."

As to the future, so long as Pharmacy deserves a position of respect among the health professions, then so long will this individual, whether in an executive capacity or not, expects to do his part in maintaining and broadening the standards of Pharmacy.

As has been the case for the past ten years, the members of this Association have been most cooperative in responding to our appeals for assistance throughout the year. The committees with which we have worked have fulfilled their responsibilities in a most commendable manner. The executive committee, in particular, has worked diligently in carrying out the Association's program.

With one member leaving the committee each year and a new one joining the body, we always have experienced know-how mingled with new ideas and enthusiasm.

If enthusiasm, co-operation and steady driving work under superior leadership will continue to bring in results, you can count on the new year being a banner one as the incoming president—Mr. W. A. Ward of Swannanoa—personifies all these attributes. W. A. is a fast-moving, untiring worker. We predict a most outstanding year under his guidance and leadership—one in which we feel confident he will receive the same brand of support as accorded previous leaders of the Association.

(Continued on Next Page)

S. C. HARWARD

Certified Public Accountant

Durham, North Carolina

March 23, 1953

Mr. W. J. Smith, Secretary-Treasurer
North Carolina Pharmaceutical Association
Chapel Hill, North Carolina

Dear Sir:

I have examined the statement of assets and liabilities of the North Carolina Pharmaceutical Association as of December 31, 1952, together with the statement of income and expenditures for the year then ended. I did not make a detailed audit of the year's transactions but I have examined or tested accounting records, together with other supporting evidence, by methods and to the extent I deemed appropriate.

In my opinion, the accompanying statements of assets and liabilities and related statements of income and expenditures present fairly the position of the North Carolina Pharmaceutical Association at December 31, 1952, and the results of its operations for the year ended on that date, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Respectfully submitted,

s/s S. C. HARWARD,

Certified Public Accountant.**Reabela Tablets**

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

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Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

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Reavita Capsules

\$34.80 Doz. 100s

Reacaps

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WEST DURHAM, NORTH CAROLINA

North Carolina Pharmaceutical Association, Chapel Hill, N. C.

STATEMENT OF ASSETS AND LIABILITIES

As of December 31, 1952

EXHIBIT A

ASSETS

Current Assets:

Cash on Deposit	\$ 4,299.59
Petty Cash	25.00
Accounts Receivable	6,262.70
Investment—Building & Loan Stock	7,000.00

Total Current Assets	\$ 17,587.29
----------------------------	--------------

Fixed Assets:

Office Equipment and Fixtures	\$ 2,612.31
Building Equipment and Fixtures	7,633.01
Building	64,492.55
Land	12,074.95

Total Fixed Assets	\$ 86,812.82
Less Reserves for Depreciation	3,169.39

Net Fixed Assets	83,643.43
------------------------	-----------

Other Assets:

Prepaid Insurance	\$ 428.12
Investments	3,336.00

Total Other Assets	3,764.12
--------------------------	----------

TOTAL ASSETS	<u>\$104,994.84</u>
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LIABILITIES

Current Liabilities:

Accounts Payable	\$ 5,836.17
Prepaid Dues	20.00

Total Current Liabilities	\$ 5,856.17
---------------------------------	-------------

Net Worth:

Balance—January 1, 1952	\$ 86,548.48
Net Income—EXHIBIT B	12,590.19

Balance—December 31, 1952	99,138.67
---------------------------------	-----------

TOTAL LIABILITIES	<u>\$104,994.84</u>
-------------------------	---------------------

SMITH WHOLESALE DRUG CO.

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A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists

We Appreciate Your Business

THE CAROLINA JOURNAL OF PHARMACY

STATEMENT OF INCOME AND EXPENDITURES

451

For the Year Ended December 31, 1952

EXHIBIT B

Income:

Dues:

Year 1952	\$11,009.00	
Year 1951	236.00	
New Members	932.00	
Student Members	188.00	\$12,365.00

Contributions	11,012.88
Sale of Advertising	6,481.95
Service Allowance—Veterans Administration	6,471.05
Convention Revenue	2,515.00
Receipts—Mailing Service	575.00
Sale—Fair Trade Books	156.00
Subscriptions to JOURNAL OF PHARMACY	152.75
Dividends Earned	128.50
Sale—Supplies	113.60

Total Income \$39,971.73

Expenditures:

Salaries—Officers'	\$ 6,475.00
Salaries—Other	3,742.40
Printing—JOURNAL OF PHARMACY	5,408.53
Printing—Other	966.55
Telephone, Telegraph, and Postage	1,079.60
Office Supplies and Expense	1,102.97
Convention Expenses	1,849.08
Public Relation Expense	776.30
Insurance—Retirement	597.40
Insurance—Other	298.42
Depreciation	2,021.13
Legal and Auditing	500.00
Building Supplies, Repairs, and Maintenance	970.81
Heat, Lights, Power, and Water	209.01
Travel Expense	431.94
Discounts Allowed	473.71
OAB Taxes	113.86
Other Taxes and Licenses	9.72
President's Allowance	100.00
Photographs	89.90
Dues and Subscriptions	76.84
Commissions Paid	45.00
Awards	25.00
Bank Service Charges	18.37

Total Expenditures 27,381.54

NET INCOME—EXHIBIT A \$12,590.19



A man is known by the company he keeps.
By the same token, a company is known
by the men it keeps.

We of The Upjohn Company are proud
of every one of our hundreds of compe-
tent representatives. But we are *par-
ticularly* proud of the exclusive group
pictured here: all of these men have been
"selling Upjohn" for at least a *quarter of*
a century!

These 61 men (most of whom are regis-
tered pharmacists) represent a total of
1,754 years of experience in the service of
medicine and pharmacy. Yet each of them
still gets as much satisfaction from render-
ing a genuine service to his physicians
and pharmacists as he did on his first day
with Upjohn.

Upjohn

*medicine...
produced with care...
designed for health*

THE UPJOHN COMPANY, KALAMAZOO, MICHIGAN

The Association's legal advisor, Hon. F. O. Bowman of Chapel Hill, discussed various bills passed by the 1953 General Assembly, with emphasis on legislation of particular interest to pharmacists and pharmacy owners. At the conclusion of Attorney Bowman's address, Secretary Smith announced that the NCPA executive committee, acting on behalf of the membership, had arranged for the installation of a TV set in the Bowman home as a small token of the profession's appreciation for his many years of service to the pharmaceutical industry.

In accepting the gift, Mr. Bowman expressed his appreciation and said he hoped to continue to work closely with his many friends in pharmacies throughout the State. The gift presentation was warmly applauded by the delegates present at the time the announcement was made.

The next address, "Some Concepts of Ethics and Integrity in the Practice of Medicine and Pharmacy," by J. V. Farrington of Greensboro was published in the August, 1953 issue of *THE CAROLINA JOURNAL OF PHARMACY*, page 351.

A portrait of the late F. W. Hancock of Oxford was presented to the State Board of Pharmacy by a grandson, Wills Hancock, III. Acceptance of the portrait was by Wade A. Gilliam of Winston-Salem.

The Annual Report of the N. C. Board of Pharmacy was next presented by H. C. McAllister, Secretary-Treasurer. This report is published in its entirety beginning on page 516.

"Modernization—the Druggist's Answer to Competition,"—a sound slide film in color, was shown by Mr. G. E. Edenfield, sales manager of McKesson & Robbins, Columbia Division. Store layouts designed to merchandise goods by departments was emphasized throughout the film. "One Stop" shopping and customer self selection was stressed.

McKesson & Robbins offers a free store designing service to owners anticipating modernization. Mr. Edenfield said he would be happy to send the details to any pharmacy owner on request.

The proposed amendment to the By-Laws relating to election of officers, as submitted by W. G. Forrest, Jr. during the third session of the convention, was discussed at

length. After explaining the proposal, Mr. Forrest answered various queries from the delegates. The motion was defeated when put to vote, the proposal failing to get a favorable vote of three-fourths of the members present.

A proposed amendment to the NCPA by-laws relating to election of officers was presented by M. B. Langston, Jr. of New Bern, seconded by S. G. Clark of New Bern. The amendment was to drop the present method of electing officers by mail ballot and to elect at the Convention. The motion was ordered carried over to the next session for consideration.

Mimeographed copies of a proposed by-law change submitted by John C. Brantley, Jr. of Raleigh at the 1952 meeting and carried over for consideration were distributed. This proposed change, which relates to nomination and balloting for membership of the Board of Pharmacy, was published in the 1952 NCPA Year Book, pages 505-507.

After debating the proposal, motion was made and seconded that the matter be tabled until the next convention.

The meeting was adjourned in order to permit the members to appear in a group picture.

Fifth Session

Ballroom, 2:30 P.M.

Mrs. J. M. Darlington, President of The Woman's Auxiliary, was introduced. Her remarks follow:

President Ward, Ladies and Gentlemen:

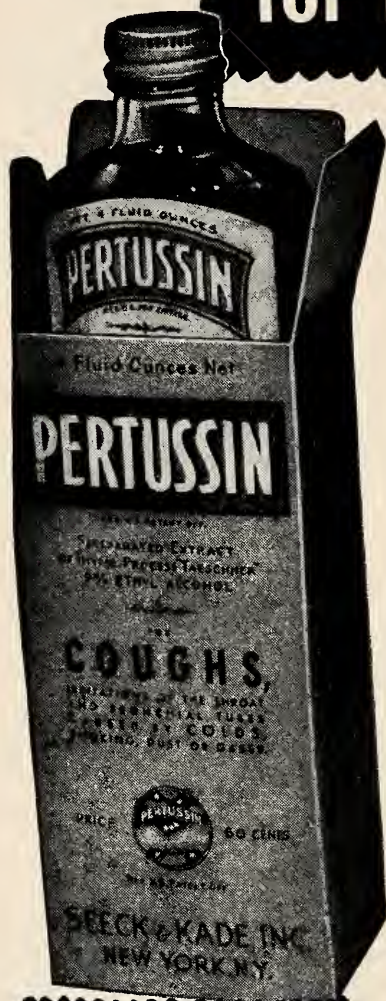
It is indeed an honor and a pleasure to bring greetings from members of the Woman's Auxiliary.

Upon assuming the presidency of the Woman's Auxiliary of the North Carolina Pharmaceutical Association, I turned to the dictionary for the meaning of the word "auxiliary"—a familiar word, of course, but sometimes it is good to refresh one's memory. I found the meaning to be "that which aids or helps." All through the years members of the Woman's Auxiliary have had as their primary aim the assistance that we could be to our husbands in their profession. For the past several years it has seemed best to aid in every way pos-

*Facts
at-a-
glance*

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sible with the completion of the Institute of Pharmacy—a project very near the hearts of all of us. We have made a total contribution of something over \$10,000, of which we are very proud. Through the years we have used many money making projects. You have given splendid support to all of them for which we thank you very much.

At a meeting of the executive board of the Woman's Auxiliary along with officers of local clubs, Mr. and Mrs. W. J. Smith extended an invitation to all local groups to hold a meeting sometime during the year at the Institute of Pharmacy. About half of them have met there this year and it was my privilege and pleasure to have been with most of them. I have heard nothing but praise of the Institute and thanks to those whose persistence, guidance, and determined efforts translated their vision into a reality—the beautiful and functional building which is being put to many uses.

In addition to support of the Institute, we continue to maintain a full tuition scholarship at the School of Pharmacy. We derive much satisfaction each year in knowing that we are making it possible for a student to continue the study of Pharmacy. The Charlotte Women's Druggist Auxiliary also have a scholarship at the School of Pharmacy. This goes to a worthy student from their county of Mecklenburg. At our meeting this morning the Charlotte women turned over to our treasurer the sum of \$450 to be used for two additional scholarships at the School of Pharmacy next year. Members of the Pharmacy Wives Organization of Chapel Hill gave \$20 to the School of Pharmacy. A total of \$644.08 was turned over to the Woman's Auxiliary by local clubs to be used at the Institute of Pharmacy. \$361.50 will be added from our dues fund. Under the leadership of our project committee, we have completed two projects this year, the *State Magazine* plan and the Mystery Box Sale. These two projects brought in \$425.17. \$129.00 was also added from the sale of Institute of Pharmacy plates this year. Several local clubs made donations to the Institute direct. Members of the Raleigh Woman's Drug Club made a contribution of \$125 toward a curtain for the stage and members of the Burlington-

Alamance Club donated \$10 for serving trays. The President's allowance of \$35 was also given to the Institute of Pharmacy, making a total of \$1,729.75 contributed to the Institute this year by the Woman's Auxiliary.

A review of reports of local clubs given at the meeting held this morning shows that in addition to the assistance we have given to the Institute, members have also contributed both time and money in substantial amounts to civic and charity work.

The convention this year has been a fine one—so many interesting and informative programs have been given, and our lives are greatly enriched by the fellowship we have enjoyed. We are most grateful to you for it all, and in closing may I wish for each and everyone of you a most successful and satisfying year before we meet again.

The President of The Traveling Men's Auxiliary, Mr. W. S. Gibson of Goldsboro, brought greetings from his organization and extended an invitation to the delegates to attend the TMA Party scheduled that night.

The annual report of The School of Pharmacy, UNC, was presented by Dean Edward A. Brecht.

SCHOOL OF PHARMACY UNIVERSITY OF NORTH CAROLINA ANNUAL REPORT

DEAN E. A. BRECHT

Mr. President, members of the North Carolina Pharmaceutical Association, and guests:

It is a pleasure to give this annual report of the progress for the School of Pharmacy. The year has been an unusually busy one in which action by the Board of Trustees has required a conversion from the quarter system to the semester system for the calendar of classes. It is pleasing that the conversion has been made so that no courses of study have been lost and no additional time of study is required for the degree of Bachelor of Science in Pharmacy.

The School of Pharmacy of the University of North Carolina is accredited by the American Council on Pharmaceutical Education as a Class A school.

The registration for the Fall Quarter,

Carolina's Own FAMOUS COSMETICS

BY

THE HOUSE OF WAKEFIELD

Offer

Products with New Appeal

Milky Masque—for ACNE

Heel Cream—for rough-cracked heels

A complete line of Fine Cosmetics since 1912

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Charlotte, N. C.

1952, in the School of Pharmacy was 230 students as follows:

	<i>Men</i>	<i>Women</i>	<i>Total</i>
First Year	54	6	60
Second Year	49	7	56
Third Year	46	6	52
Fourth Year	43	6	49
Undergraduates ...	192	25	217
Graduates	13	0	13
Total	205	25	230

The above registration represents the maximum capacity for the physical facilities, particularly laboratory space, for effective teaching. On this basis, only one out of every three applicants was accepted by the Committee on Admissions, and admissions were practically limited to residents of North Carolina. Because experience has shown that women generally practice pharmacy for only a few years and because there is an acute shortage of pharmacists in the State, the admission of women was limited to not more than ten percent by action of the pharmacy faculty.

Although the revised regulations issued in September of 1952 classified pharmacy as one of the healing arts in which there were shortages of personnel and advised the deferment of students on the basis of activity in a study found to be necessary to the maintenance of the national health, safety, or interest, a new directive was issued to recognize that preliminary collegiate study is not required for the study of pharmacy, and it qualified deferment on the basis of class standing in the first class of collegiate study or score on the College Qualification Test.

During the Spring Quarter two fourth-year students reported each afternoon to the pharmacy of the North Carolina Memorial Hospital to perform routine duties under close supervision by licensed pharmacists directed by Mr. William W. Taylor, chief pharmacist and instructor of hospital pharmacy. The students were enthusiastic in their reports on the value and interest derived from this program.

The students were more conscious of their responsibilities for scholarship under the revised curriculum which went into effect for the first- and second-year students and

required a quality point C average for graduation. More than one-fifth of the students earned quarterly averages above ninety per cent, thus qualifying for the Dean's list.

There was a highly competitive demand for the services of the graduating students resulting in offers of attractive positions with favorable salaries. This situation was only disappointing in the failure to enable a complete pharmaceutical service within the State since many positions were not filled. Since this is the only School of Pharmacy there is a demonstrated necessity for a new, larger pharmacy building to fulfill this need.

The following tabulation, accurate as of April of 1953, was compiled at the request of a Representative in the North Carolina General Assembly who questioned that graduates of the School of Pharmacy were accepting positions where needed most urgently, pharmaceutical service direct to the public. The data clearly showed an overwhelming concentration of the graduates in prescription-filling service. This trend should be encouraged to meet legal obligations, but there is a strong moral obligation to meet all needs for pharmaceutical service. This can be accomplished only through a larger building to accommodate more pharmacy students.

	<i>5 Years 1942-46</i>	<i>Per Cent</i>	<i>5 Years 1947-51</i>	<i>Per Cent</i>
Pharmaceutical Service	88	78.6	205	88.0
Retail	4	3.6	15	6.4
Hospital	—	—	3	1.3
Military	—	—	—	—
Sub-total	92	82.2	223	95.7
Wholesale	1	0.8	—	—
Traveling Representative	5	4.5	4	1.7
Manufacturing	—	—	1	0.4
Military, Career	1	0.8	—	—
Graduate Study	—	—	2	0.9
Teaching	4	3.6	—	—
Medical	4	3.6	2	0.9
Non-professional	5	4.5	1	0.4
Total	112	100.0	233	100.0

The pharmacy faculty consisted of the dean, three professors, three instructors, four half-time instructors, and two graduate students. There were also three undergraduate assistants. This faculty was responsible for 57 per cent of the four-year undergraduate instruction and two-thirds of the three year graduate instruction for the doctorate degree. There is an urgent need for two additional assistant professors, and sufficient

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funds have been appropriated for this purpose. The resignation of Miss Millicent McKendry as secretary was accepted with great reluctance. Mrs. Hildegard Pierce was promoted to the position of secretary in the School of Pharmacy, and the assistant secretary was Mrs. Rita Bumgarner during the summer and Mrs. Joem D. Henning through the school year.

The departmental library continued its progress as a model for complete library and record service under the direction of Miss Alice Noble, librarian and archivist. The judicious selection of volumes within a limited budget has resulted in one of the best pharmacy libraries in the country. The holdings include more than 6,500 books and bound serials. The increasing use of these materials not only within the School but also by the faculty and students of other departments in the University illustrate the value of this library.

Of special interest to pharmacists are the 3,000 folders of biographical information. A typical folder includes birth information, schooling, date of becoming a licensed pharmacist, pharmacy employment and ownership, wedding and birth announcements, pictures, and clippings from journals and newspapers. Whenever possible the folder is personally autographed. Although these folders are remarkably complete there is a great need for help. In its most effective form this simply consists of the habit on the part of each pharmacist to mail clippings of every personal news item to the pharmacy library.

Notable additions to the equipment include a Friden Calculator and a number of Class A prescription balances.

There has been an increasing need of the plumbers' service to open drains and replace pipes, section by section, and the electricians' service to replace fuses and check on the overloaded circuits originally installed more than fifty years ago. There can be no doubt of the diminishing usefulness of Howell Hall as a laboratory building. It is now certain that modern lighting will be installed in the laboratories and that the interior of the building will be painted this summer. In spite of many inadequacies from a modern point of view, the facilities

are maintained in a clean working condition and utilized to their maximum capacity.

The School of Pharmacy has been particularly fortunate in the loyal support received from alumni and friends. This was best demonstrated by the many gifts received during the year, many of them designated for repetition on an annual basis.

A beautiful oil portrait of the late Professor I. W. Rose was presented to the School of Pharmacy by the Students Branch of the North Carolina Pharmaceutical Association at a memorial program on November 2.

A handsome large oil portrait of Mr. C. T. Council of Durham was presented by personal friends to the School of Pharmacy at a luncheon in the state dining hall of the Morehead Planetarium on May 7.

Nineteen special pharmacy scholarships totaling \$4,175.00 were received as follows:

The C. T. Council Scholarships, two in number.

The Justice Drug Company Scholarships, three in number.

Women's Auxiliary, North Carolina Pharmaceutical Association.

The Scott Drug Company, two in number.

The W. H. King Drug Company, two in number.

The North Carolina Pharmaceutical Association Scholarships, two in number.

The C. B. Miller Memorial Scholarship.

The David Astor Dowdy Pharmacy Scholarship.

The Owens and Minor Drug Company Scholarship.

The Bodeker Drug Company Scholarship.

The American Foundation for Pharmaceutical Education, two in number.

Mr. Rowe B. Campbell of Taylorsville gave a second annual gift of one hundred dollars to be used according to good judgment. The costs incidental to the presentation of the portrait of Professor Rose were paid from this fund.

Mr. J. A. Goode of Asheville and the Greensboro Drug Club gave funds to provide two beautiful, leather-covered, comfortable chairs for the pharmacy library to be used near the current periodicals.

Mr. I. T. Reamer, chief pharmacist, Duke Hospital Pharmacy, continued his annual

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CUTICURA SOAP—superfatted, hence mildest and best for the skin. Not drying like ordinary soap. Retail at 25c. 2 cakes bath size \$1.

CUTICURA OINTMENT—contains Sulphurated Petrolatum, Oxyquinoline and Chlorophyll. Softens as it relieves acne pimples, blackheads, discomfort of eczema, diaper rash. Retail at 45c, 90c and \$1.50.

New CUTICURA MEDICATED LIQUID—stainless, greaseless, "invisible." Relieves 9 out of 10 cases of Athletes Foot. Also for externally caused skin blemishes. Retail at 60c.

New CUTICURA SHAMPOO—Exclusive combination formula 2½ times more effective than soap or soapless shampoos. Leaves hair more manageable. Retail at 85c.

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gift of subscriptions to ten leading hospital journals.

The pharmacy library received a total of 102 current journals and periodicals by gift, donation, and exchange. In addition, twenty books were received as private gifts in addition to those purchased from a fund given by the North Carolina Pharmaceutical Research Foundation.

Appropriate honorary awards and medals for outstanding undergraduate students were given by:

Mr. D. R. Davis of Williamston.

Mr. Floyd E. Jones of Morehead City.

The School of Pharmacy Student Body, two in number.

The Rho Chi Honorary Society, two in number.

Kappa Epsilon.

Merk & Company, Inc., two in number.
Bristol Laboratories, Inc.

Lehn and Fink.

Twenty-four volumes of *Journal de Pharmacie et de Chimie* were purchased from funds realized by the sale of duplicates from the Beard collection. The pharmacy library has many duplicates in the Beard, the Jacobs, and the Rose Collections, many of the books personally autographed. All of the books are of pharmaceutical interest, but they are even more valuable for sentimental reasons. It is hoped that they may be sold so that needed books may be purchased for the library.

The graduating students have also been the recipients of thoughtful generosity. The Justice Drug Company of Greensboro gave its fifth annual banquet in their honor on May 19. A personal graduation gift for each student was given by Armstrong Cork Company, Eli Lilly and Company, Justice Drug Company, and Owens and Minor Drug Company.

During the year the North Carolina Pharmaceutical Research Foundation granted \$6,150.00 for four research fellowships, research supplies, special library materials, and research assistance. This sum makes a grand total of \$35,108.85 received from the foundation in its first six years to promote pharmaceutical education and research at the School of Pharmacy and in the State. It is impossible to over-emphasize the great prog-

ress that has been accomplished with this support.

Thirteen graduate students were enrolled for major studies in pharmacy or pharmaceutical chemistry. In addition to fellowships received through the North Carolina Pharmaceutical Research Foundation one fellowship was received from the American Foundation for Pharmaceutical Education. John Andrako completed his graduate studies with a major in pharmaceutical chemistry to become the sixth person to receive the degree of Doctor of Philosophy from the pharmacy school.

The great demand for graduates with advanced degrees in both teaching and industry showed the great need for larger facilities to enable the School of Pharmacy to fulfill its strategic position in the Southeast for the outstanding graduate department in pharmacy.

A grant of \$6,500 was received from the U. S. Public Health Service for research on Amide and Ester Derivatives of Amino Acids and Peptides under the direction of Dr. Walter H. Hartung. Dr. Lee-ming Chow was the post-doctorate fellow for this project.

The following textbooks were published by members of the pharmacy faculty: *The Common and Systematic Nomenclature of the Simpler Organic Compounds* by Dr. Fred T. Semeniuk and *Quimica Medica Farmaceutica* (Barcelona, Spain) by Dr. Walter H. Hartung (with Glenn L. Jenkins).

The faculty and staff of the School of Pharmacy enthusiastically accepted every opportunity to meet all obligations and invitations of service to the N. C. Board of Pharmacy, N. C. Pharmaceutical Association, and other segments of pharmacy and health science in the State. In return many favors were received. A monthly report of activity in the school was published in the CAROLINA JOURNAL OF PHARMACY. *Community Health*, Spring, 1953, the journal of the Hospital Savings Association, contained a four-page feature article on the School of Pharmacy. Additional favorable publicity was received in the publications of the N. C. Pharmaceutical Research Foundation. The University News Bureau continued its ex-



An installation of BASTIAN-BLESSING SODA FOUNTAIN-
LUNCHEONETTE equipment at
SCOTT DRUG COMPANY RICHMOND, VIRGINIA



A recent installation of KEY LINE Store Fixtures at
KIRKPATRICK DRUG COMPANY, LEAKSVILLE, NORTH CAROLINA

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cellent service in obtaining state-wide coverage for news releases.

It was a bitter disappointment that an appropriation was not received from the General Assembly of 1953 for a larger pharmacy building. Three important factors were responsible: the economy movement within the legislature beginning with the unfavorable action of the Advisory Budget Commission, the diversion of pharmacists' efforts to the needed opposition to House Bill 419 as a threat to the welfare of the public, and the governor's illness. At the same time the events emphasized the need for a larger pharmacy building to the Administration of the University of North Carolina, and President Gordon Gray took special opportunity to give a firm assurance that this need is recognized and that the new pharmacy building is first on the list of permanent improvements for the University at Chapel Hill.

In closing I wish to express special appreciation to the excellent Visitation Committee of this Association which inspected the School of Pharmacy this year. You will find the Committee's report, to be presented later this afternoon, instructive and interesting.

Respectfully submitted,

E. A. BRECHT, *Dean*.

Roger A. McDuffie, President of the N. C. Pharmaceutical Research Foundation, was introduced by Dean Brecht. President McDuffie's summary of the Foundation's activities during recent months follows:

REPORT ON THE NORTH CAROLINA PHARMACEUTICAL RESEARCH FOUNDATION

By ROGER A. MCDUFFIE, *President*

President Ward, ladies and gentlemen: The members of the North Carolina Pharmaceutical Association can be very proud of its establishment and sponsorship of the Pharmaceutical Research Foundation which was incorporated under the laws of the state in December of 1946 "to foster and promote pharmaceutical education and research in the School of Pharmacy and in the State."

After six complete years of activity the

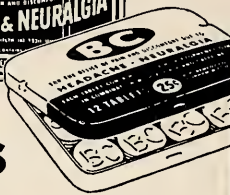
foundation has established a reputation among similar philanthropic organizations for loyal and continuing support from appropriate constituents, for an active and constructive program of projects in spite of having only the most modest of funds available, and for the accomplishment of the program with a very minimum of operating expenses.

The best proof of these statements is the annual financial report which is complete in every detail. A copy is appended to this report, and copies are now being distributed throughout the convention hall. Take your copy home and study it.

There are special features which should be emphasized. During the year there were 49 contributions to the endowment funds to a total amount of \$7,762.50, and 75 contributions from pharmacists to the expendable fund to a total amount of \$1,329.00. Pharmaceutical industry contributed \$5,300.00 for fellowships, research supplies, and research assistance. Special appreciation is expressed here and now to the Vick Chemical Company, The Wm. S. Merrell Company, Sterling-Winthrop, and Sharp & Dohme, Inc.

The resources of the permanent endowment funds now total \$65,455.12 which is placed in conservative investments which return a yield of 3.5 plus per cent amounting to \$2,283.89 in interest during the past year for use in current activities. There are seven memorial endowment funds which honor past leaders in North Carolina pharmacy. Not shown in the annual report is the recent appeal for support for the Frank W. Hancock Memorial Fund in connection with the presentation of his portrait at this convention. To date in the current year there have been 37 contributions to a total amount of \$760.00 and it is expected that there will be many more.

In terms of grand totals after the first six years of activity, the receipts of the foundation passed the \$100,000.00 mark and now totals slightly more than \$115,000.00. Of this \$35,000.00 has been disbursed to the University for the School of Pharmacy while, at the same time, the total operating expenses have been less than \$800.00 per year. In addition to the endowment funds of \$65,000.00, there is a balance of \$10,000 in expendable funds. For the first time the



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Wherever people read newspapers and magazines, drive automobiles on the nation's highways, listen to radio or look at television—wherever people have headaches in the United States—"BC" is a well-known trade mark.

Every day, seven days a week, millions of people read about, hear about or see some form of "BC" advertising. Every week, 52 weeks each year, people in the United States are now buying an average of almost one and a half million packages of "BC" Headache Tablets and Powders.

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Those who give prominent counter display to fast-selling "BC" reap the profits to be gained from this tremendous nation-wide advertising. More millions than ever before are now convinced that "BC" means quick headache relief.

B. C. REMEDY COMPANY

Durham, North Carolina

foundation's financial position is secure for the current year's activity. This security should serve as a stimulant for renewed support on the part of more pharmacists and friends.

In February F. Herman Cline of Charlotte became a new director in the foundation as the result of his election by the members of the N.C.P.A. The list of directors are as follows: Roger A. McDuffie, Greensboro, President; P. A. Hayes, Greensboro, Vice-President; Paul B. Bissette of Wilson and C. T. Council nad I. T. Reamer of Durham, Exceutive Committee; and D. L. Boone, Durham; F. Herman Cline, Charlotte; E. C. Daniel, Zebulon; H. Smith Richardson, Greensboro; W. Moss Salley, Asheville; H. C. Starling, Raleigh; and P. J. Suttlemyre, Hickory.

In February the Articles of Incorporation were amended to increase the Board of Directors to twenty-four and the following twelve men were added by appointment by the President of the N.C.P.A. at this convention: F. J. Andrews, Baltimore, Md.; Paul B. Bissette, Jr., Wilson; D. A. Dowdy, High Point; J. Paul Gamble, Monroe; Wade A. Gilliam, Winston-Salem; W. T. Glass, Jr., Wilmington; W. B. Gurley, Windsor; Frank W. Hancock, Jr., Oxford; J. C. Jackson, Lumberton; A. N. Martin, Roanoke Rapids; Rubin Russell, Charlotte; and W. L. West, Roseboro.

During the year an inexpensive pamphlet "First Five-Year Report" was sent to each member of the N.C.P.A. and many other interested persons. The Board of Directors have authorized the publication of a high-quality pamphlet to be intended primarily to tell the story of good pharmacy to prominent laymen. The mailing list will be suggested by the local pharmacists in each community.

A new type of project was undertaken when the publication of a text-book, "The Common and Systematic Nomenclature of the Simpler Organic Compounds" by Professor Fred T. Semeniuk, was subsidized. This investment will be returned with a small profit as the books are sold. It is interesting that there have been several adoptions of the text at other pharmacy schools, and individual copies have been sold in many

foreign countries as well as most of the states in this country.

In closing I would like to urge that every pharmacist and friend of pharmacy in North Carolina join in support of the North Carolina Pharmaceutical Research Foundation. We have made a good start, but there is a long way to go. Make it a habit to send your help in the form of a check for ten dollars and up to the Secretary, Dean E. A. Brecht, at the School of Pharmacy. Here is a constructive opportunity to elevate our profession.



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NORTH CAROLINA PHARMACEUTICAL RESEARCH FOUNDATION, Inc.

Financial Report, March 1, 1952 to March 1, 1953

ENDOWMENT FUNDS

Statement of Cash Receipts

	Balance Mar. 1, 1952	Contributions 1952-1953	Total Mar. 1, 1953
<i>Cash Receipts:</i>			
General Endowment (10)	\$43,279.50	\$ 420.00	\$43,699.50
M. L. Jacobs Memorial (6)	5,885.00	65.00	5,950.00
J. G. Beard Memorial	5,440.00	0.00	5,440.00
E. V. Howell Memorial (1)	1,401.12	2,250.00	3,651.12
I. W. Rose Memorial (11)	230.00	3,367.50	3,597.50
William Simpson Memorial (15)	0.00	1,505.00	1,505.00
Frank W. Hancock Memorial (2)	670.00	105.00	775.00
Ballew Jurisprudence Fund	310.00	0.00	310.00
Drug Plant Garden (4)	477.00	50.00	527.00
Totals (49)	\$57,692.62	\$ 7,762.50	\$65,455.12

Assets:

R. J. Reynolds Tobacco Co., pfd., 4½%, 150 shares	\$15,187.50
United States Bonds, Series G, 2½%	14,000.00
Carolina Power and Light, pfd., 5%, 100 shares	11,487.50
Appalachian Electric Power, pfd., 4½%, 50 shares	5,271.03
First Fed. Sav. & Loan Assoc., paid-up stocks, 3%	10,000.00
Home Bldg. & Loan Assoc., paid-up stocks, 3%	5,500.00
Security Bldg. & Loan Assoc., paid-up stocks, 3%	3,500.00
Cash, Depositors National Bank of Durham	509.09
Total Assets	\$65,455.12

EXPENDABLE GIFT AND INCOME FUND

Statement of Cash Receipts and Disbursements

Balance, March 1, 1952.....\$ 9,075.98

Receipts:

Contributions (75)	\$ 1,329.00
Contribution, Vick Chemical Co.	800.00
Contribution, Wm. S. Merrell Co.	1,200.00
Contribution, Sterling-Winthrop	1,500.00
Contribution, Sharp & Dohme, Inc.	1,500.00
Contribution, Sharp & Dohme, Inc.	300.00
Sale of Semenik Book	216.50
Income from Investments	2,283.89

Total Receipts\$ 9,129.39

Total\$18,205.37

Disbursements:

University of North Carolina

Sterling-Winthrop Fellowship, Irwin Honigberg.....	\$ 1,200.00
Sharp & Dohme Fellowship, Robert Meschke.....	1,200.00
Vick Fellowship, Earl Brown, Balance.....	600.00
Merrell Fellowship, Fred Teare	1,000.00
Health Affairs Model	350.00
Research Assistance to Dr. Hartung	300.00
Supplies for Research	1,000.00
Special Library Materials	500.00
	<hr/>
	\$ 6,150.00

Subsidization of Semeniuk Book 693.50

Operating Expenses

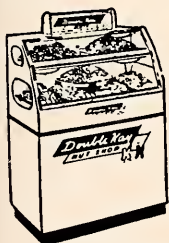
Salary to Secretary	\$ 600.00
Postage	75.15
Fee of Treasurer and Fiscal Agent.....	50.00
Fee of the Auditor	40.00
Pamphlet, Rx First Five-Year Report.....	30.50
Stationery	30.50
Fees for Amendment of Incorporation	9.50
Travel of Secretary	1.40
	<hr/>

Total Disbursements 7,680.55

Balance, February 1, 1953 \$10,524.82

Assets:

Home Bldg. & Loan Assoc., paid-up stocks, 3%.....	\$ 4,500.00
Chatham Mfg. Co., pfd., 4%, 25 shares.....	2,225.00
Durham Telephone Co., pfd., 6%, 40 shares.....	1,000.00
Savings Account, Depositors National Bank of Durham.....	2,065.92
Cash, Depositors National Bank of Durham.....	683.90
Petty Cash, Secretary	50.00
	<hr/>
Total Assets	<u><u>\$10,524.82</u></u>



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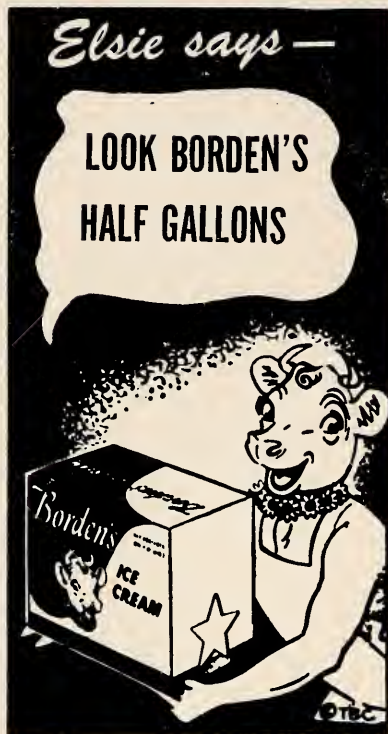


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The report of the UNC Pharmacy School Visitation Committee was presented by its chairman, T. R. Robinson, Jr. of Goldsboro:

REPORT OF THE VISITATION COMMITTEE

T. R. ROBINSON, JR., *Chairman*

Your visitation committee composed of E. L. Bradshaw, Kinston, F. E. Campbell, Hamlet, Sam Jenkins, Walstonburg, George W. McLean, Clinton, and T. R. Robinson, Jr., Goldsboro met with the faculty of the School of Pharmacy on April 22, 1953.

Members of the faculty present were Dean Brecht, Dr. W. H. Hartung, and Dr. F. T. Semeniuk. Dr. Thompson's presence was missed. He was absent attending teaching duties at Watts Hospital in Durham.

There are two hundred seventeen undergraduates in this year's Pharmacy School, and thirteen graduates.

The Freshman class for next year is practically filled, and there are more than enough applications to fill the school. At least two-thirds of the applications will have to be turned down which is disappointing, because all could be well placed after graduation.

During the morning session we listened to a report by Dean Brecht, and held a lengthy discussion on the needs of the school. We learned that we would not be able to get a new Pharmacy Building during this term of legislature. It was pointed out that Knapp Foundation had offered to match five hundred thousand dollars on an Institute of Government Building. To have put a Pharmacy Building in now would have cost the University this five hundred thousand dollar contribution.

We were very happy to learn, however, that the University is not unmindful of the outmoded building now being used, and that the Pharmacy School has priority on the next major building for the University.

Dean Brecht discussed the bad lighting in the building, and informed us it is to be replaced this summer with fluorescent lights. The lighting to be installed will not be a waste, as it is expected the School of Journalism will inherit our building, and of course, good lighting will be a necessity. This improvement is timely because the pres-

ent lighting is insufficient, actually to the point of being depressing. This improvement is a must from a health standpoint. Also from another view, the building was wired long before any modern machines, fans etc., were even dreamed of, and now most lines are taxed to their capacity, if not overloaded. If the present building is to be used much longer it definitely should have modern wiring.

Your committee was also glad to learn that this summer the building would get its first inside paint job in ten years. From our inspection we learned that this is really needed. We also reviewed figures, which might not be absolutely accurate, but could be used as approximation on total improvements needed on the building. They totaled \$61,670.00 of this amount \$26,570.00 is urgent; \$4,000.00 is needed for fire escapes, and to make these comply with the law, rooms at the ends of the halls would be lost.

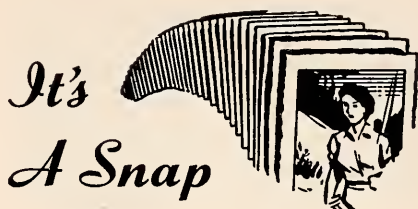
Hot water is still needed urgently for the laboratories, and to do this would involve a tremendous plumbing job, as practically all sinks would have to be replaced.

We were happy to learn from Dean Brecht that he is much better satisfied with the present budget than he was a short time back. General and special equipment is much better, and everyone seems more satisfied.

The Dean also pointed out what a hard-slip the semester system will mean to the school. For instance, instead of taking three courses a quarter students will have to take probably six a semester. It, of course, reduces available space by $33\frac{1}{3}\%$, and will require more doubling up in laboratory space, etc. The curriculum, however, will still be a four year one.

After conferring with the faculty we immediately started inspection of the building, most of which has already been discussed.

We were, of course, royally welcomed in the library by Miss Alice Noble and she showed us the biographical files she is keeping on the Pharmacists. Your committee urgently requests that you send her clippings of news articles or anything concerning your lives or business, to help her. It is a tremendous job she is doing, and one that we



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all may show our appreciation in, by co-operating with her.

Our time ran out before we completed our inspection of the building. We were due at the Pharmacy Institute for a delicious dinner prepared by Mrs. W. J. Smith. W. J. really put it on for us, and I assure you, your committee and the faculty really enjoyed it.

Returning to Howell Hall feeling much better after our repast, the committee continued its inspection of the building until one-thirty, at which time we met with the fourth-year students.

In our discussion they were very emphatic in pointing out the need, if possible, of teaching Pharmacy Eighty-eight in the earlier years of the course. This course teaches prescription specialties, new pharmaceutical products etc. They pointed out that this knowledge would help them in better understanding and gaining their practical experience.

The senior class also recommended that as soon as possible those subjects necessary to their course, now being taught in medical school, be taught in Pharmacy School by their own professors.

After meeting with the students we went to the Dean's office to review our inspection notes.

One message Dean Brecht asked us to bring to the Association is that the Pharmacy School faculty members are available for various club, and public meetings. However, no funds are available for travel, and some practical means must be found to increase official faculty travel throughout the state.

In concluding this report your committee urges you to do your best in letting your representatives in the state Senate and House of Representatives know just how great the need is for a new Pharmacy Building. The only solution to relieve the critical shortage of pharmacists in North Carolina is a larger school.

The proposed amendment to the By-Laws, as offered by Messrs. Dudley and Glass during the second session of the convention, was brought up for consideration and vote.

Mr. Dudley explained his purpose in introducing the proposal, the matter was debated at length and put to vote. Voting

"yes" that the motion pass, 114 members; voting "no," 33 members. Whereupon President Ward directed the Secretary to delete the section relating to "new associate members" from the By-Laws of the NCPA.

The proposal to elect officers at the Convention rather than by mail ballot, as submitted by Messrs. Langston-Clark, was defeated 137 to 19. It was the general feeling of the Convention that members should not be deprived of the right to vote for their officer representatives simply because they were unable to attend the annual meetings. It was pointed out that most members exercise their voting rights by means of the mail ballot, whereas less than 25% of the membership exercise this privilege at the annual meetings.

Wade A. Gilliam reported he had been in conference with the manager of The Carolina regarding the possibility of obtaining an earlier date for the 1954 Convention, but was unable to obtain a commitment. In view of the situation, Chairman Gilliam and the members of the Time and Place Committee recommended that the decision of where and when to meet in 1954 be left up to the NCPA executive committee. The delegates concurred in the committee's recommendation.

The resolutions, as presented by Chairman W. L. West and adopted by the Convention delegates, appear on page 254 of THE CAROLINA JOURNAL OF PHARMACY, June, 1953 issue, page 254.

A preliminary registration report presented by Charles M. Andrews indicated attendance of 255 NCPA members, 162 members of The Woman's Auxiliary and 144 members of the TMA. Mr. Andrews was highly commended for his work at the registration desk, which of necessity requires almost constant attention.

Officers-Nominees for 1954-'55, as selected by the Committee on Nominations, were announced by T. J. Ham, Jr. The committee's selection follows:

Nominations from the floor were called for. There being none, the Secretary was instructed to prepare and mail the ballots within 30 days of the close of the Convention.

The installation of officers-elect closed the fifth and final session of the Convention.



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FROM WARD TO WARD--Incoming NCPA President W. A. Ward (3rd from left) receives gavel from B. R. Ward at the officer-installation ceremony. Other officers in the picture (from left) are: W. B. Gurley, W. L. West and W. J. Smith.

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W. A. Ward was installed as president, and he, in turn, installed W. Latham West, first vice-president; W. B. Gurley, second vice-president; and B. R. Ward, member of the executive committee for 3 years. Jesse W. Tyson, third vice-president, was unable to be present.

The 73rd annual convention of the NCPA was adjourned at 4:45 P.M., May 26.

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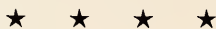
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THE CONSTITUTION AND BY-LAWS

ARTICLE I—NAME

This Association shall be called the North Carolina Pharmaceutical Association.

ARTICLE II—OBJECT

The aim of this Association shall be to unite the reputable pharmacists and druggists of this State for mutual assistance, encouragement, and improvement, and to advance the science and art of pharmacy, and thereby restrict the dispensing and sale of medicine to properly qualified pharmacists and druggists.

ARTICLE III—MEMBERSHIP

This Association shall consist of active, associate, life and honorary members.

ARTICLE IV—OFFICERS

The Association shall have the following officers: A President; three Vice-Presidents; a Secretary-Treasurer; an Assistant Secretary-Treasurer; a Local Secretary; and an Executive Committee of seven members, all of whom shall hold office until their successors are elected and have qualified. The President, three Vice-Presidents, and one member of the Executive Committee shall annually be elected by ballot. The Secretary-Treasurer, the Assistant Secretary-Treasurer and the Local Secretary shall be elected annually by the Executive Committee. The President, two ranking Vice-Presidents, and the Secretary-Treasurer shall be *ex-officio* members of the Executive Committee.

(Amended 1930.)

ARTICLE V—AMENDING CONSTITUTION

Every proposition to alter or amend this Constitution shall be submitted in writing and received at an annual meeting, and may be voted on at the next annual meeting, when, upon receiving a vote of three-fourths of the members present, it shall become a part of the Constitution.

The By-Laws may be altered or amended by a submission of the proposed change at one session and a favorable vote of three-fourths of the members present at a succeeding session of the same regular meeting.

(Amended 1935.)

BY-LAWS

ARTICLE I—ELECTION OF OFFICERS

Section 1. A Nominating Committee of seven members shall be annually chosen by the President charged with the duty at each annual convention of selecting candidates for the offices of President, three Vice-Presidents, one member of the Executive Committee, one member of the N. C. Board of Pharmacy, and two Directors of the N. C. Pharmaceutical Research Foundation, Inc.

(Amended 1930, 1947, 1948.)

Sec. 2. The Nominating Committee shall submit at the last session of each annual convention the names of two or more persons as candidates for each of the offices of President, First Vice-President, Second Vice-President, Third Vice-President, Member of the Executive Committee, Member of the N. C. Board of Pharmacy, and four or more persons as candidates for two Directorships of the N. C. Pharmaceutical Research Foundation, Inc. Additional nominations may be made from the floor. These names are to be submitted by the Secretary-Treasurer by mail to every member of the Association within one month after he receives them, together with the request that the members indicate their preference on a ballot enclosed for that purpose, and return the same by mail within one month.

(Amended 1938, 1947, 1948.)

Sec. 3. The ballots received as indicated in the preceding article are to be received and sent by the President to a Board of Tellers, composed of three members to be appointed by the President. This Board shall count as votes in the annual election only those ballots received from members whose dues have been paid for the current year, and who in turn shall certify to the Secretary-Treasurer the result of the election, after which the latter shall be published.

(Amended 1938.)

Sec. 4. The officers thus elected by a plurality of the votes cast shall be installed at the final session of the next annual meeting.

(Added 1927.)

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2. Paying from 1st day accident, 1st day sickness.....	62.50	57.50
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Asheville.....	I. F. Fogartie	Kinston.....	Mrs. R. S. Tull
Beaufort.....	Graham W. Duncan, Jr.	New Bern.....	John R. Taylor
Charlotte.....	Edgar L. Jones	Reidsville.....	E. C. Merricks
Gastonia.....	C. C. Carpenter	Warrenton.....	G. W. Poindexter
Greensboro.....	R. J. Golden, Mrs. J. E. Ferguson	Washington.....	Bowers Insurance Agency
	Underwood Insurance Agency		

ARTICLE II—DUTIES OF OFFICERS

Section 1. The President shall preside at all meetings, and administer the rules of order usual in deliberative assemblies. He shall nominate all special committees, except a majority of the members present resort to balloting or other means. He shall sign the certificates of membership and counter-sign all orders upon the Secretary-Treasurer. He shall present at each annual meeting a report of the operations of the Association during the year and suggest such subjects for its benefit as he may deem worthy of notice.

Sec. 2. The Vice-President shall in case of temporary absence or inability of the President to serve, perform his duties in the order of their rank. In case of the death, resignation, removal from the State, or disability of any officer or member of the Executive Committee, the Executive Committee shall be empowered to fill the vacancy and the person so elected shall serve until his successor has been regularly elected and qualified.

(Amended 1938.)

Sec. 3. The Secretary-Treasurer shall keep a fair and correct record of all the proceedings of the Association. He shall keep on file all papers and reports read. He shall be charged with all correspondence, and with the editing, publishing and distributing of the Proceedings of the Association, under the directions of the Executive Committee. He shall notify all members four weeks in advance of each annual meeting, and at each annual meeting render a report of the duties performed by him since the last annual meeting. He shall furnish the Chairman of every Special Committee with a list of its members. He shall be *ex-officio* a member of the Executive Committee.

Sec. 4. The Secretary-Treasurer shall collect and have charge of all funds of the Association, except such funds as are officially delegated to a standing committee. He shall give bond in the sum of three thousand dollars for the faithful performance of his duties. The bond must be acceptable to the Executive Committee and placed in the custody of the President, who

shall deliver it to his successor. A Certified Public Accountant shall be engaged annually to audit the financial accounts of the Secretary-Treasurer. The Secretary-Treasurer shall hold and issue the certificates of membership. He shall report to the Executive Committee, previous to each annual meeting, the names of those members who have failed to pay their dues for two successive years. He shall keep a list of the names, residences, and dates of entrance of each member, and furnish a list of the same at the close of each annual meeting for publication. He shall preserve all applications for membership. He shall pay all bills when countersigned by the President, and at each annual meeting render an itemized statement of his account.

(Amended 1938.)

Sec. 5. The Local Secretary shall act under instructions from the Secretary-Treasurer.

Sec. 6. The Assistant Secretary-Treasurer shall aid the Secretary-Treasurer in the performance of his duties, and in the absence of the latter shall serve in his stead.

(Added 1924.)

ARTICLE III—OF COMMITTEES

Section 1. There shall be seven standing committees; an Executive Committee of seven members; a Committee on Trade Interest, a Committee on Papers and Queries, and a Committee on Practical Pharmacy and Dispensing, each to consist of three members; a Resolutions Committee of five members; a Legislative Committee of seven members together with such non-voting auxiliary members as the President may deem it wise to appoint; and a Fair Trade Committee of seven members; all to be elected or appointed annually, according to the will of the Association.

(Amended 1938.)

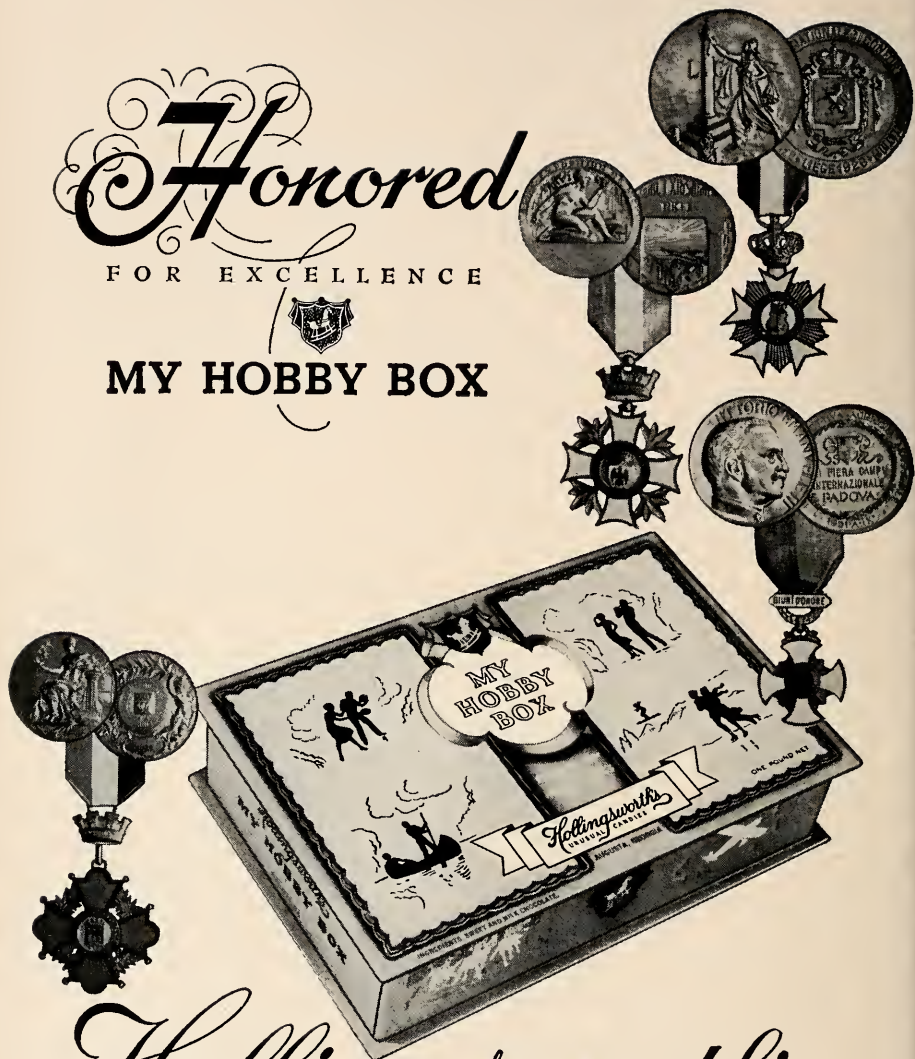
Sec. 2. The Executive Committee is charged with the following duties: the election annually of a Secretary-Treasurer, an Assistant Secretary-Treasurer, and a Local Secretary; the annual revision of the roll of members; the investigation of applications for membership; the publication and distribution to all members of the annual

Honored

FOR EXCELLENCE



MY HOBBY BOX



Hollingsworth's

UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS

proceedings; the reporting at each annual meeting of members in arrears for two years; the preparation of appropriate notices of deceased members; and it shall also have general charge of and final authority over all affairs of the Association which are not specifically provided for elsewhere in the By-Laws, and report in writing annually its complete proceedings to the Association.

(Amended 1924, 1925.)

Members of the Executive Committee, other than members *ex-officio*, shall be elected to serve for a term of three years.

(Added 1930.)

Sec. 3. The Committee on Trade Interests shall consider all matters of a trade or commercial nature referred to it, and render a report thereon at such time as may be directed. This committee may make annual reports and suggest remedies of such trade or commercial irregularities as it may deem worthy thereof.

Sec. 4. The Committee on Papers and Queries shall receive all papers or essays for the Association, and designate which of them shall be read at length and which by title. It shall, in connection with the Secretary-Treasurer, arrange the time which may be most appropriate and convenient for presenting them. This Committee annually shall report within three months after its election or appointment a proper number of questions of scientific and practical interest, the answer to which may advance the interest of pharmacy; and shall procure the acceptance of as many such questions for investigation and reply as may be practicable; and in other ways induce the presentation of papers and essays.

Sec. 5. The Committee on Practical Pharmacy and Dispensing shall present to each convention scientific papers for study. It shall also bring before the delegates the experiences of druggists with everyday problems in the laboratory, in prescription compounding, and in research work.

(Added 1924.)

Sec. 6. The Committee on Resolutions shall meet together before each convention and decide on matters upon which the or-

ganization should take a public stand. The members shall then present to the delegates in regular session a carefully thought out program which may be accepted, amended, or rejected as the collective judgment of the convention may decide.

The Committee shall receive all resolutions as may be referred to it for study at any annual meeting, and submit to the delegates in regular session of the same meeting its recommendations for adoption, rejection, or amendment of such resolutions.

(Added 1924.)

Sec. 7. It shall be the duty of the Legislative Committee to use its efforts in sponsoring the passage of such legislation as the Association in convention assembled may specifically recommend, and to oppose such legislation as the Association in convention assembled specifically resolves to oppose. If during the intervals between meetings of the Association, unanticipated legislative developments occur, the Legislative Committee shall ask for a called meeting of the Executive Committee in order that the latter committee may act officially for the Association in advising, approving, or opposing such measures or methods as the Legislative Committee may present. The Legislative Committee shall submit in writing annually an itemized financial report of receipts and expenditures together with a summary of its proceedings to the Executive Committee. The latter Committee may use its discretion in withholding any information which it deems unwise or unnecessary to publish. With this qualification, the report shall be presented to the Association by the Chairman of the Legislative Committee or his appointed representative.

(Added 1938.)

Sec. 8. It shall be the duty of the Fair Trade Committee to formulate and execute such policies and practices pertaining to Fair Trade laws as its own judgment supported by a study of systems in other states may dictate as wise. The Committee shall meet not less than twice each year at the call of the Chairman. Before the Committee makes commitments of funds in excess of its present or immediately available



*The fountain brings
customers back...
increases
your opportunity
to make money*



**Build sales with a
Coca-Cola Dispenser**

assets, it shall first secure the consent of the Executive Committee. The Committee shall render a financial and general report annually to the Association. Between annual conventions it shall render *ad interim* reports to the Executive Committee if the latter Committee shall deem it necessary to be in possession of such reports.

(Added 1938.)

ARTICLE IV—OF MEMBERSHIP

Section 1. Every pharmacist and druggist residing in the State, of good moral standing, who is registered or is eligible to registration as a Registered Pharmacist under the Pharmacy Act of this State, of which satisfactory evidence shall be produced or shown to the Executive Committee, may become a member of this Association.

Any member of a Student Branch of the Association, upon furnishing proof of his eligibility, may become an associate member of the Association. Such a member may not hold office or vote for officers but may enjoy all other privileges of membership.

(Added 1936.)

Sec. 2. Any person eligible to membership may apply in writing, with the endorsement of two members in good standing, to any member of the Executive Committee, who shall report his application to said Committee; if, after investigating his claims, they shall approve his election, they shall, at the earliest time possible, report his name to the Association, and he may be elected by a two-thirds vote of the members present on ballot.

Members may also be admitted at any time by making application to the Secretary-Treasurer, with the endorsement of two members in good standing and accompanied by the initiation fee and dues for a year, said application to be approved by the Secretary-Treasurer and the Chairman of the Executive Committee, when the membership certificate will be issued.

(Amended 1915, 1924, 1940.)

Sec. 3. No person shall be considered a member of this Association until he has signed the Constitution and By-Laws and paid into the treasury the sum of \$1 as an initiation fee, also, the annual contribution

for the current year. All persons who become members shall be considered permanent members, but may be expelled for improper conduct by a vote of three-fourths of the members present at any annual meeting.

Sec. 4. Every member shall pay in advance into the hands of the Secretary-Treasurer the sum of twenty dollars as his yearly contribution, except that those not financially interested in a drug business shall pay eight dollars, and except that members of a Student Branch shall pay one dollar. In case a drug store or pharmacy is owned by a partnership, the first partner shall pay the proprietor's rate of \$20; the second partner shall pay one-half the proprietor's rate or \$10 yearly. A proprietor owning more than one drug store or pharmacy shall annually pay \$20 per drug store or pharmacy.

Any one in arrears at any annual meeting shall not be entitled to vote, and any one neglecting to pay his annual dues for two successive years shall be liable to lose his membership. Members complying with the preceding section of this article are entitled to certificates of membership, signed by the President, a Vice-President, and the Secretary-Treasurer. Ex-members, who are so from omissions to pay their dues, desiring to re-unite with the Association, may do so by applying in writing to the Secretary-Treasurer and paying into the funds of the Association the sum of two years' dues when they were members and the dues for the current year; whereupon their names shall be placed upon the roll.

(Amended 1924, 1933, 1936, 1945.)

Sec. 5. Any member, not in arrears, moving to another State and once in two years reporting to the Secretary-Treasurer his address, shall be regarded as a non-resident member of this Association, and it is hereby provided that such failure to report shall be sufficient warrant for the Secretary-Treasurer to drop the name of such non-resident member from the roll of membership. Non-resident members shall not be eligible to hold office nor be required to contribute to the funds of the Association, but they shall have the privilege of attending the meetings and participating in the deliberations.



Alka-Seltzer

BRAND Reg. U. S. Pat. Off.
SCOTCH TAPE DISPENSER



This handy self-server does double duty. It displays ALKA-SELTZER on one side, and saves you time by dispensing Scotch Tape to seal packages conveniently and quickly. Starts you off with 2,592 inches of tape. This effective double-purpose ALKA-SELTZER Scotch Tape Self-Server is available . . . ask your Miles Salesman how to get it.

ONE A DAY

BRAND MULTIPLE VITAMINS
Reg. U. S. Pat. Off.



ASSORTMENT No. 2867

CONTAINS: 8 Large, 6 Medium, and 3 Small. Your profit is \$18.26 on a \$23.88 investment when you sell at Fair Trade Prices!

\$18.26 PROFIT

She buys more when she helps herself from these merchandisers

Speedy self-selection means bigger profits for busy druggists. Customers are pre-sold on famous Miles products through powerful, national advertising. These displays let customers help themselves—and help you to ring up extra sales!

MILES LABORATORIES, INC., ELKHART, INDIANA
PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS



ONE A DAY

BRAND MULTIPLE VITAMINS
Reg. U. S. Pat. Off.



ASSORTMENT No. 1700

CONTAINS: 3 Large, 6 Medium, and 3 Small. Your profit is \$10.83 on a \$14.66 investment when you sell at Fair Trade Prices!

43.3% PROFIT



Bactine®

BRAND



ASSORTMENT No. 307

CONTAINS: 4-6 oz. and 6-1 1/4 oz. Your profit is \$1.94 on a \$2.56 investment when you sell at Fair Trade Prices!

43.1% PROFIT

(Profits quoted above are based on \$100 order of Miles products.)

Sec. 6. A registration fee shall be paid by each person participating in the affairs of the annual convention. The amount of such fee shall annually be fixed by the Executive Committee.

(Added 1924.)

Sec. 7. Any regular member in good standing is eligible for a life membership and thereafter be exempt from all future annual dues. The cost of such membership may be changed from time to time upon recommendation of the Executive Committee provided each such change recommended is approved by three-fourths vote of the members present at a regular meeting, and provided further that the sum shall never be less than fifty dollars. The present fee shall be \$250.00.

(Amended 1920, 1936, 1945.)

ARTICLE V—OF MEETINGS

Section 1. The meetings shall be held annually, or from time to time, as the Association may determine, provided that in case of failure of this from any cause the duty of calling the Association together shall devolve upon the President, or on the Vice-Presidents, with the advice and consent of the Executive Committee. Special meetings may be held upon the written request of fifteen members, who shall state the purpose thereof, and only such matters shall be considered at the meeting.

(Amended 1914.)

Sec. 2. At the opening of each annual meeting, in the absence of the President, or Vice-Presidents, one of the Executive Committee shall take the chair. In the absence of all, a President *pro tempore* shall be elected by the members present. In the absence of the Secretary-Treasurer, the Assistant Secretary-Treasurer shall act in his stead. In the absence of the latter the residing officer shall appoint a Secretary *pro tempore*.

Sec. 3. Fifteen members constitute a quorum.

ARTICLE VI—OF BRANCHES

Section 1. There shall be a Students' Branch within the Association, the membership of which shall be composed of and limited to regularly enrolled students in the School of Pharmacy of the University

of North Carolina. The Branch must organize itself, elect a president, a secretary, and a treasurer. These officers shall be responsible to the Secretary-Treasurer of the Association for funds collected as annual dues. It shall have a Constitution and set of By-Laws that shall be approved by the Executive Committee of the Association. No action taken by such Branch shall bind the Association in any way save when a proposed action is submitted as a recommendation to the Executive Committee prior to the annual meeting. If the Executive Committee gives its approval the recommendation may be submitted first to the general membership at a regular meeting and then assigned to the Committee on Resolutions for study and report in the usual manner.

(Amended 1938.)

Sec. 2. When a member of the Students' Branch becomes licensed as a pharmacist or becomes eligible for license he may be admitted to regular membership, provided he pays the additional fees required of such a membership, and provided he submits satisfactory evidence in writing to the Executive Committee of his eligibility for such a membership.

(Added 1936.)

ARTICLE VII—OF DELEGATES

Section 1. The President shall annually appoint five delegates to the American Pharmaceutical Association; five to the National Association of Retail Druggists; and three to the North Carolina State Medical Society. The delegates shall present their reports at the next annual meeting of the Association. Delegates shall be entitled to appoint alternates.

ARTICLE VIII—ORDER OF BUSINESS

1. Roll Call.
2. Reading of minutes.
3. Election of new members.
4. Presentation of new members present.
5. Presentation of visiting delegates, etc.
6. Reports of officers.
7. Reading of communications.
8. Reports of standing committees.
9. Miscellaneous business.
10. Unfinished business.
11. Election of officers.
12. Presentation of new officers.
13. Adjournment.



CONVENTION CAMERA—Top: Scott Drug Company's "ambassador of goodwill" shown with friends from Mt. Pleasant, Hickory and points east and west. Center: Mr. and Mrs. W. A. Gilliam enjoy the hospitality of "Coble's Dairy Bar" set up in the Convention Hotel. Bottom: The top quality humorous entertainment was well received by the delegates. Photo, courtesy J. Floyd Goodrich.

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

ROLL OF MEMBERS

Corrected to September 1, 1953

LIFE MEMBERS

Andrews, Charles McDonald, Burlington
 Bennett, Kelly Edmond, Bryson City
 Bernard, Germain, Durham
 Best, John Harper, Greensboro
 Bissette, Paul Branch, Wilson
 Burgiss, Thomas Roy, Sparta
 Carter, Samuel, Salisbury
 Cobb, Clarence Harper, Durham
 Copeland, Robert Royal, Ahoskie
 Crabtree, W. A., Sanford
 Crawford, Edgar Poe, Lenoir
 Creech, William H., Selma
 Davis, David Ramsey, Williamston
 Dees, Robert Edward Lee, Wallace
 Durham, Carl Thomas, Chapel Hill
 Eldridge, Julius, Winston-Salem
 Fishel, Arthur L., Winston-Salem
 Gattis, Philip D., Raleigh
 Godwin, Clyde Fillmore, Pine Level
 Goode, John Alonzo, Asheville
 Hall, James Malcolm, Wilmington
 Hart, Louis Wellington, China Grove
 Hedgepeth, Romulus Augustus, Lumberton
 Hood, Thomas Ruffin, Clearwater, Fla.
 House, Joseph, Beaufort
 James, Albert Allison, Greensboro
 Johnson, James Edwin, Jr., Lumberton
 Langdon, Ralph Edward, Fayetteville
 Lee, Parmillus Arten, Dunn
 Lisk, Daniel Clyde, Charlotte
 Lyon, Frank Fuller, Oxford
 McKay, Daniel McNeill, Durham
 O'Hanlon, Edward Wilkins, Winston-Salem
 Ray, Frederick, Jr., Sanford
 Rogers, Ben F., Fair Bluff
 Rogers, Ralph Peele, Durham
 Sedberry, Henry Stiles, Rocky Mount
 Suttlemyre, Philip Johnson, Hickory
 Tarkenton, Edward Lawrence, Wilson
 Tart, David Whitfield, Greensboro
 Teague, M. Fitz, Asheville
 Thomas, Philip Langston, Roxboro
 Thompson, Paul Herman, Fairmont
 Watson, Robert Neal, Sanford
 Webb, Eugene Lea, Dunedin, Fla.
 Welfare, Samuel Eugene, Winston-Salem
 White, Luther, Wilmington
 Wiggins, William Winston, Raleigh

PHARMACIST MEMBERS

A

Abernethy, Joseph Graham, Elkin
 Adair, Walter Holmes, Roxboro
 Adams, Edward Clarence, Gastonia
 Adams, James Walter, Asheville
 Adams, Wilbur Royster, Carolina Beach
 Adams, Will J., Bryson City
 Adkinson, Newton Frank, Avondale
 Agnew, Ruth E., Charlotte
 Albright, George Bishop, Salisbury
 Allen, Charles Henry, Winston-Salem
 Allen, Harry H., Jr., Cherryville
 Allen, Robert Eugene, Hickory
 Alligood, Jarvis Marion, Greenville
 Anderson, Carolyn Cox, Lansing, Michigan
 Anderson, Ernest R., Jr., High Point
 Andes, Garrette Earl, Wadesboro
 Andrews, John Puett, Winston-Salem
 Andrews, Richard Homer, Burlington
 Andrews, Wesley Thompson, Reidsville
 Arnold, Broddie Duke, Raleigh
 Austin, Beverly Newton, West Jefferson

B

Baiu, Jones Douglas, Clayton
 Bain, Jones Douglas, Jr., Clayton
 Baker, Walter Presley, Raeford
 Banner, Robert Dale, Spruce Pine
 Barbour, Joseph Parker, Burlington
 Barefoot, Lexie Glenn, Asheville
 Barnett, Frank, Jr., Henderson
 Barnett, Jimmie, Henderson
 Barnhardt, Manlus Ray, Rockwell
 Barringer, Harry Alexander, Concord
 Barton, William H., Greensboro
 Beason, Robert Hoyle, Boiling Springs
 Beavans, Samuel Clark, Enfield
 Beck, Albert L., Jr., Hendersonville
 Beck, William C., Hendersonville
 Beddingfield, Bruce Brooks, Kenly
 Beddingfield, Charles Herman, Clayton
 Beddingfield, Charles Herman, Jr., Clayton
 Bell, Frank Roland, Beaufort
 Bender, Walker Meares K., Fayetteville
 Bennett, Donald Leon, Albemarle
 Bennick, James E., Concord
 Benson, Ernest Stuart, Wilmington
 Benson, Harley O'Neil, Robbins

Betts, John Alvin, Laurinburg
 Biggs, John Waller Smallwood, Greenville
 Bigham, Russell Hemphill, Lexington
 Birmingham, John Steele, Hamlet
 Bishop, Howard Lewis, Asheville
 Bissette, Paul Branch, Jr., Wilson
 Bius, John H., Raleigh
 Black, Bonner Brevard, Kannapolis
 Black, Oliver Randolph, Bessemer City
 Black, Samuel Norman, Ormond Beach, Fla.
 Bland, Joseph F., Lexington
 Blanton, Charles Donald, Jr., Kings Mt.
 Blanton, Charles Donald, Kings Mountain
 Blue, Daniel Adolph, Carthage
 Bobbitt, Adolphus Bracey, Winston-Salem
 Boger, Richard Albert, New Bern
 Bolton, Robert Baugham, Rich Square
 Bonner, Brem, Granite Falls
 Boone, Demetrius Leonard, Durham
 Boone, William Thomas, Greenville
 Bostian, Thomas Richard, Kannapolis
 Bowers, Jimmie C., Lincolnton
 Boyd, Shelton Bickett, Mt. Olive
 Boyd, William Thomas, Reidsville
 Boyer, W. Day, Silver Spring, Md.
 Bradley, Jesse P., Burlington
 Bradshaw, Edward Luther, Kinston
 Brady, Charles A., Sr., Hickory
 Brame, Maurice Milam, North Wilkesboro
 Brame, Philip Augustus, North Wilkesboro
 Brame, Robert Marvin, Jr., North Wilkesboro
 Brandon, Lee R., Sr., Hildebran
 Brantley, John Calvin, Raleigh
 Brantley, John Calvin, Jr., Raleigh
 Brantley, William Cain, Wilmington
 Brecht, Edward A., Chapel Hill
 Brewer, Marsha Hood, Pink Hill
 Brinkley, Clifton Scott, Charlotte
 Brison, John Edgar, Gastonia
 Brison, Samuel Pressly, Belmont
 Brisson, Edward, St. Pauls
 Brisson, Lloyd Clifford, Fayetteville
 Britt, Grady, Raleigh
 Britt, Lawrence, Kinston
 Britt, Robert Timothy, Wilmington
 Brodie, Thomas Lewis, Burlington
 Brooks, Baylus Cade, Fayetteville
 Brooks, Frank Gibbons, Siler City
 Brooks, Harvey Ray, Goldston
 Brookshire, James Edwin, Winston-Salem
 Brookshire, Lorain Balfour, Asheville
 Brothers, Arthur Etheridge, Elizabeth City
 Brown, John Herndon, China Grove
 Brown, William Colfax, Greensboro

Browning, Alton Cain, Greensboro
 Browning, David Benjamin, Kinston
 Bruce, Thomas Milton, Hot Springs
 Bryant, Alvin, Durham
 Buchanan, Ernest Chadwell, Kinston
 Buffaloe, John Mack, Raleigh
 Buhmann, Walter L., Asheville
 Bunch, Luther Elmo, Goldsboro
 Bunn, Richard Speight, Elizabeth City
 Burbage, William Henry, Albemarle
 Burnette, John Paul, Jr., Tarboro
 Burris, Loy Ray, Valdese
 Burris, Loy Ray, Jr., Valdese
 Burrus, Samuel Brainard, Canton
 Burt, Milton Stanley, Durham
 Burwell, William Armistead, Raleigh
 Busbee, John A., Rockingham
 Butler, Alman Byron, Clinton
 Bynum, Carney Washington, New Bern
 Byrd, Clement, Wilmington

C

Cable, Maurice LeRoy, Asheville
 Cagle, Carlus Van, Greensboro
 Cain, Charles MacBeth, Henrietta
 Cain, Leighton Dewey, Charlotte
 Caldwell, Earle G., Lumberton
 Caldwell, Palmer L., Kinston
 Callahan, Virginia L., Winston-Salem
 Campbell, Charles Clifford, Maiden
 Campbell, Francis Earle, Hamlet
 Campbell, Howard Turner, Maiden
 Campbell, Rowe B., Taylorsville
 Campbell, Rowe Bogle, Jr., Taylorsville
 Canaday, Ralph Clarence, Four Oaks
 Cannon, Claude Claiborne, Durham
 Capps, Earl U., Ahoskie
 Cardell, Jeremiah Curtin, Lenoir
 Carmel, Harry L., Fayetteville
 Carswell, A. Paul, Durham
 Carswell, Ransom Fred, Winston-Salem
 Carter, Leo Harrison, High Point
 Carter, Ralph Edward, Jr., Wilmington
 Caruthers, Morrison Rankin, Haw River
 Casteel, James Ralph, Durham
 Caudill, Jane Bradford, Lynchburg, Va.
 Caudle, Virginia, Winston-Salem
 Causey, John H., Rutherford College
 Cavanaugh, Samuel MacDonald, Rosehill
 Cecil, Aros Coke, High Point
 Champion, Herbert O., Waynesville
 Chandler, Emmett Owen, Leaksville
 Chandley, Albert Brookshire, Asheville
 Cheek, Germain Bernard, Charlotte

Cherry, James Lunsford, Charlotte
 Civil, John Keough, Charlotte
 Clapp, Ernest Bernard, Newton
 Clark, Claude Baxter, Jr., Williamston
 Clark, George Edward, Warsaw
 Clark, Samuel Gordon, New Bern
 Clayton, Albert W., Jr., Durham
 Claytor, David Dortch, Greensboro
 Clelland, Alec William, Jr., Fayetteville
 Cline, Clement Eugene, Atlanta, Georgia
 Cline, Frederick Herman, Charlotte
 Clodfelter, Walter Allen, Jr., Asheboro
 Cobb, James Louis, High Point
 Cobb, Thomas Earl, Charlotte
 Coble, George S., Laurinburg
 Cochrane, Arthur Linwood, Jr., Jackson
 Cole, Alfred F., Jr., Southern Pines
 Collette, Roy Wilson, Mocksville
 Collier, Halcione Belle, Asheville
 Collier, Wesley Thomas, Chapel Hill
 Collins, Ben F., Jr., Greensboro
 Collins, Robert E., Kinston
 Compton, James Wesley, Salisbury
 Coppedge, John Benjamin, Raleigh
 Cornwell, Amos Halsted, Lincolnton
 Cornwell, George Thomas, Morganton
 Costner, Beverly Pulaski, Lincolnton
 Council, Commodore Thomas, Durham
 Cox, Robert Olin, Winston-Salem
 Cox, Rupert, Pilot Mountain
 Craig, William Franklin, Charlotte
 Crawford, Harvey Dinsmore, Black Mt.
 Creech, James Leonard, Smithfield
 Creech, Leonard Ralph, Oxford
 Crissman, Uba Frank, Lexington
 Cromley, Robert Irvin, Raleigh
 Crowe, David F., Oteen
 Crowell, Charles Milton, Mooresville
 Crumpler, Leonard H., Raleigh
 Crutchfield, Thomas Garrett, Greensboro
 Culbreth, Graham McKenzie, Southern Pines
 Curtis, James Richard, Bessemer City
 Curtis, Rufus Harrison, Rowland

D

Dameron, Hubert G., Tabor City
 Daniel, Elbert Clifton, Zebulon
 Daniels, Hallett, Wilson
 Darden, Robert Jackman, Clinton
 Davis, Arch Lyle, Statesville
 Davis, Hamilton E., Andrews
 Davis, Joseph Gomer, Spindale
 Davis, Marvin Lee, Elm City
 Davis, William Edward, Graham

Day, Harold Vann, Spruce Pine
 Day, Lewie Griffith, Spruce Pine
 Dayvault, Frank Wilson, Lenoir
 Deal, Harland Murlee, Lenoir
 Dees, Robert Register, Burgaw
 Dement, William Taylor, Oxford
 Dever, James Henry, Greensboro
 Dewar, Robert L., La Grange
 Dillon, Henry Edwards, Elkin
 Dimmick, Graham B., Jr., Charlotte
 Dingler, Kenneth, Statesville
 Dollar, Aubrey C., Jr., Mt. Airy
 Dowdy, David Astor, High Point
 Dowdy, J. Henry, High Point
 Dudley, William Garland, Jr., Reidsville
 Duffy, Henry Bryan, New Bern
 Dukes, George William, Jr., Walterboro, S. C.
 Dukes, Wyndham Stloe, Greensboro

E

Eadie, Edward Blease, Charlotte
 Edwards, Charles Ruffin, Albemarle
 Edwards, Gail Barker, Wake Forest
 Edwards, James W., Reidsville
 Edmonds, George Heston, Greensboro
 Edmonds, Marion Myers, Greensboro
 Edwards, Kenneth, Stantonsburg
 Edwards, Otho Crowell, Raleigh
 Edwards, Sherwood McDonald, Jr., Ayden
 Edwards, Snowdie McGroover, Ayden
 Elliott, Augustus Green, Fuquay Springs
 Elliott, Augustus Green, Jr., Fuquay Springs
 Elson, John Richard, Jr., Enka
 Etheridge, Samuel Bushell, Washington
 Etheridge, Thomas Jarvis, Bailey
 Eubanks, Clyde Lee, Chapel Hill
 Eubanks, James Norwood, Greensboro
 Evans, James Edward, Marion
 Evans, Nell, Charlotte
 Evans, William Bryant, Greensboro

F

Fairley Robert Brittain, Salisbury
 Farrington, John Vanstory, Greensboro
 Feagin, Eugene Lloyd, Hendersonville
 Fearing, Malcolm Keith, Jr., Manteo
 Ferguson, Clarence McDonald, Jr., Siler City
 Ferguson, Howard Quinn, Randleman
 Finger, Zack Lester, Morganton
 Fisher, Lester, Statesville
 Fisher, Paul Lewis, Elkin
 Fleming, Carey Hunter, Creedmoor
 Fleming, Oliver G., Rocky Mount
 Fletcher, James Hugh, Drexel
 Flynn, Hubert Lanier, Lexington

Fordham, Christopher Columbus, Jr.,

Greensboro

Forrest, Bedford Brosier, Hillsboro

Forrest, William G., Kinston

Foss, Ernest Libby, Winston-Salem

Foster, Dan William, Asheville

Foster, J. C. Coke, Tryon

Foster, Ralph Emerson, Jr., Greensboro

Fowlkes, William Mortimer, Sr., Enfield

Fox, Howard Spencer, Winston-Salem

Fox, James Hamilton, Asheboro

Fox, Junius Claude, Jr., Chapel Hill

Franklin, Kenneth Vaden, Cary

Franklin, Russell Edmund, Greensboro

Friday, John Paul, Gastonia

Frontis, Steve W., Greensboro

Fuller, Edwin Rudolph, Salisbury

Fussell, Thomas Edmund, Rosehill

Futrell, Clyde Loraine, Raleigh

G

Gabriel, James C., Mooresville

Gaddy, Henry M., Asheville

Gaddy, Phil, Marshville

Galloway, Adrian Eure, Charlotte

Gamble, Charles Franklin, Monroe

Gamble, Joseph Paul, Sr., Monroe

Gammon, Hunter Oakley, Reidsville

Gardner, John T., Mooresville

Gardner, Windfield Scott, Burlington

Garren, Falton Oats, Winston-Salem

Gilbert, Lacy Earl, Jr., Bladenboro

Gilbert, Loamie, Benson

Gilbert, Loamie Mercer, Jr., Maxton

Gilliam, Alvis B., Jr., Reidsville

Gilliam, Wade Axon, Winston-Salem

Gillikin, Claude Elton, Kenly

Glass, William Thomas, Jr., Wilmington

Glenn, Jamerson Samuel, Mt. Olive

Glenn, Roland A., Burnsville

Goode, Bagwell Sutton, High Point

Goodrum, Cloyd Smith, Davidson

Goodwin, Malcolm, Apex

Gordon, T. W., Thomasville

Graham, John Calhoun, Red Springs

Graham, Leon Irvin, Roseboro

Grandy, John I., Charlotte

Grantham, James G., Wilmington

Grantham, Lewis Irvin, St. Pauls

Grantham, Reid Bridgers, Red Springs

Greene, Henry Wilson, Wilmington

Greene, Herbert Cooper, Charlotte

Greene, James Paul, Burnsville

Greeson, Harvey C., High Point

Gresham, John William, Wilson

Griffin, Ellerbe Wilson, Jr., Kings Mountain

Griffin, Octavus, Roanoke Rapids

Griffin, Sandy D., Burlington

Griffin, William C., Durham

Griffin, William Russell, Old Fort

Griffith, Wiltshire, Hendersonville

Grimes, George David, Robersonville

Gross, Nicholas R., Whiteville

Guion, Clayton Lloyd, Aberdeen

Guion, Clyde Doyle, Cornelius

Guion, Howell Newton, Marshville

Gunn, William S., Washington

Gurley, William Burden, Windsor

Guthrie, Clarence Hudson, Beaufort

H

Hall, James Malcolm, Jr., Wilmington

Hall, Robert Buckner, Mocksville

Hall, Sam Cannady, Oxford

Hall, Staey Buckner, Mocksville

Ham, Robert Gardner, Yanceyville

Ham, Thomas J., Jr., Yanceyville

Hammerness, Francis C., Chapel Hill

Hardee, Kirk, Jr., Charlotte

Harden, Wilkins, Columbia, S. C.

Hardy, Rudolph, Gastonia

Harper, William, Lacy, Hendersonville

Harris, Joseph Claxton, Durham

Harris, Joseph Claxton, Jr., Durham

Harris, Larry C., Blowing Rock

Harris, Thomas Burrus, Washington, D. C.

Harris, William B., High Point

Harrison, James William, Asheville

Harrison, Robert Franklin, Sanford

Hartis, Gilbert Clyde, Winston-Salem

Hartung, Walter H., Chapel Hill

Harward, Ben Russell, Raleigh

Hatcher, Joseph Earl, Pink Hill

Haupt, Edward, Newton

Hauss, Harry Lynn, China Grove

Hawkins, Allan Reese, Jr., Guilford College

Hawkins, Clayburn Irvin, Madison

Hayes, William Anderson, Hillsboro

Hege, Gerald Dean, Whiteville

Henderson, G. E., Alexandria, Va.

Hendricks, Arthur Boyd, Rock Hill, S. C.

Hendrix, Jennings O'Neal, Canton

Henley, John Tannery, Hope Mills

Henriksen, Harold Eugene, Wilmington

Herndon, Harris Howard, Winston-Salem

Herring, Robert Roscoe, Oxford

Herring, Rufus McPhail, Clinton

Hicks, Allen Milton, Pikeville

Hicks, Charles G., Raleigh
 Hicks, John E. F., Goldsboro
 High, Paul J., Landrum, S. C.
 Hobbs, Alden, Kinston
 Hocutt, Delma Desmond, Henderson
 Hoffman, E. N., Wilmington
 Hoffman, Joe F., Jr., High Point
 Hoffman, Walter Conrad, Hendersonville
 Hogan, Alexander Lacy, Kinston
 Holding, Thomas Elfort, Jr., Wake Forest
 Holland, Lewis Lea, Hamlet
 Holland, Tom, Mt. Holly
 Holland, Willis Froueberger, Mt. Holly
 Hollowell, William Clyde, Greenville
 Hollowell, W. Herbert, Jr., Edenton
 Holt, Worthe Seymour, Goldsboro
 Honeycutt, George W., Rockingham
 Hood, John Cogdell, Kinston
 Hood, Paul Cunningham, Dunn
 Hooper, Fred Lambert, Sylva
 Horne, Henry Ruffin, Fayetteville
 Horton, John Palmer, North Wilkesboro
 Horton, John Palmer, Jr., North Wilkesboro
 Horton, William Donald, Wilkesboro
 Horton, William Pitts, Wilson
 Houser, William Henry, Cherryville
 Howe, Alfred Gregory, Greenville
 Howell, Viola Richards, Dobson
 Howell, William Lawrence, Jr., Raeford
 Hoyle, Edgar D., Cooleemee
 Hoyle, Marion Hudson, Cooleemee
 Hudson, Ray Truman, Statesville
 Hunsucker, Evelyn Stutts, Gibson
 Hunter, James Boyce, Charlotte
 Huntley, Clarence Oscar, Lenoir
 Huntley, Robert C., New Bern
 Huss, Kelly William, Lincolnton
 Hutchins, James Alexander, Winston-Salem

I

Ingle, Calvin Eldridge, Weaverville
 Ingram, Laurance M., High Point
 Inman, George Graham, Rockingham
 Irwin, Dwayne Alton, Elkin
 Irwin, Robert Louis, Marion

J

Jackson, Jasper Carlton, Lumberton
 Jackson, Leonidas, Erwin
 James, Charles Jordan, Hillsboro
 Jarrett, Lloyd Montaville, Asheville
 Jefferies, C. L., Raleigh
 Jenkins, Paul Ronald, Murfreesboro
 Jenkins, Sam, Walstonburg

Jennings, Robert Neal, Burlington
 Jernigan, Rupert Watson, Chapel Hill
 Johnson, Arthur Richardson, Nashville
 Johnson, Graham Page, Jacksonville
 Johnson, Rowland H., Robbins
 Johnson, Roy Josiah, Asheville
 Johnson, Troy Humphrey, Raleigh
 Johnson, Wallace Allen, Durham
 Johnson, Walter P., Kinston
 Johnson, William Rowland, Asheville
 Johnson, William Spurgeon, Rocky Mount
 Johnson, Woodrow Wilson, Fuquay Springs
 Johnston, Clyde Anthony, Littleton
 Joiner, Arthur Eugene, High Point
 Joiner, Leon Benjamin, Salisbury
 Jolley, Carl Edgar, Cliffside
 Jones, Alpheus, Warrenton
 Jones, Charles Flourney, Jr., Oxford
 Jones, David Edward, Beaufort
 Jones, Dolan, Monroe
 Jones, Floyd E., Jr., Norfolk, Va.
 Jones, George Haywood, Zebulon
 Jones, John Lee, Canton
 Jones, John Lee, Jr., Canton
 Jones, Joseph Hunter, Haw River
 Jones, Maynard Lowrey, Asheville
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 Jowdy, Albert W., Jr., Chapel Hill

K

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 Kelly, Hunter Liggett, Durham
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 Kirkpatrick, Thomas M., Jr., Spray
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 London, Lawton, W., Jr., Mooresville
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 Lynch, Herman Wright, Dunn
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 Lyon, Robert Phillips, Wadesboro

M

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 Matthews, John Ivey, Raleigh
 Mauney, Harry McCombs, Murphy
 Mauney, Walter McCombs, Murphy
 May, Thomas Hilliard, Wake Forest
 Mayrand, Louis Phillip, Greensboro
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 McAllister, Larry Bikle, Graham
 McCollum, Numa Hill, Leaksville
 McCormac, Douglas Alexander, Wadesboro
 McCoy, J. Kenneth, Durham
 McCrimmon, Dan Grier, Pittsboro
 McDonald, A. H., Durham
 McDonald, John Cameron, Durham
 McDonald, William Russell, Jr., Hickory
 McDowell, Norfleet Owen, Scotland Neck
 McDuffie, Roger Atkinson, Greensboro
 McFalls, Samuel Woodrow, Greensboro
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 McGee, James Conrad, Jr., Asheville
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 Lumberton

McNeill, John Albert, Whiteville
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 Moore, Milton Alvin, Jr., Tarboro
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 Morton, William Alexander, Wilmington
 Moseley, Marina Pettway Clark, Raleigh
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 Mosteller, William H., Columbia, S. C.
 Mullen, John L., Asheville
 Muratori, Francis, Charlotte
 Murr, George Frank, Thomasville
 Murrell, Harry Thomas, Albemarle
 Myers, Leslie M., Winston-Salem

N

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 Neil, Joseph W., Charlotte
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 Neville, Augustus, Spring Hope
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 Northcott, William Warren, Winston-Salem
 Nowell, William Robert, Wendell

O

Oakley, Calvin Sneed, Mebane
 Oakley, Curtis Hill, Roxboro
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 O'Neal, Walton Prentiss, Belhaven
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 Owens, Thurman Quinton, Whiteville

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 Parker, Walter Wellington, Jr., Henderson
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 Parrous, Mary Frances, Gastonia
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 Purcell, S. M., Jr., Raleigh

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 Richardson, Luther Wyatt, Goldsboro
 Richardson, Odell Kellie, Boone
 Richardson, Wayne Robert, Boone
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 Rimmer, Helen Bell, Sanford
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 Ring, Clifton Adolphus, Jr., High Point
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 Roberson, Culas, Spray
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 Robinson, Harriett Agnes, Lumberton
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 Russell, Joe Terrell, Waynesville
 Russell, Ritchie A., Winston-Salem
 Russell, Thomas Wayne, Greensboro

S

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 Salley, W. Moss, Jr., Asheville

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 Smith, Kirby, Jr., Sylva
 Smith, Leon Wriston, Jr., Kannapolis
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 Smith, Robert Garland, Pilot Mt.
 Smith, Roger Austin, Richmond, Va.
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 Smith, William Oscar, Arlington, Va.
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 Southern, Joseph Carson, High Point
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 Sparks, Lee Roy, Jr., Durham
 Speight, James Ambler, Rocky Mount
 Stamps, J. N., High Point

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 Stevenson, John Thomas, Elizabeth City
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 Stimson, J. H., Statesville
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 Stone, Bryant Mason, Charlotte
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 Stone, Wilbert L., Franklinton
 Stowe, Harry Reid, Charlotte
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 Stringfield, Billie Johnson, North Wilkesboro
 Strout, Vernon Longworth, Ellerbe
 Summey, William Lewis, Dallas
 Suttlemyre, Claude Philip, Hickory
 Swearngan, Clarence LeRoy, Charlotte
 Swindell, Edmund Slade, Durham

T

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 Tatum, Mary Ellington, Winston-Salem
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 Taylor, LeRoy Boone, Conway
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 Taylor, William West, Chapel Hill
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 Teare, Lorna M., Chapel Hill
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 Terrell, John Arthur, Jr., Sanford
 Thomas, Edward Ragland, Erwin
 Thomas, Henry Grady, Middlesex
 Thomas, John Ivey, Dunn
 Thomas, William Graham, Varina
 Thompson, Herman O., Chapel Hill
 Thompson, James L., Reidsville
 Thorne, Samuel Thomas, Charlotte
 Thornton, George Palmer, Goldsboro
 Tilles, Irving, High Point
 Tilley, John Everett, Jamestown
 Timberlake, Claude Vernon, Jr.,
 Brooklyn, N. Y.
 Toms, Elmo Reid, Wilmington
 Townsend, James H., Red Springs
 Trantham, Harold D., Asheville
 Tripp, Guy Oscar, Wilmington
 Trotter, Pinkney Lawson, Thomasville
 Tunstall, Joe Peyton, Washington
 Turlington, Jesse E., Lumberton

Turnbull, Edward Kenneth, Shelby
 Turner, Christopher Columbus, Jr., Raleigh
 Turner, George Wilson, Fairmont
 Turner, Joseph Kelly, Jr., Weldon
 Turnmyre, Arthur Pleasants, Mt. Airy
 Tyson, Jesse Williams, Greensboro
 Tyson, Wendell Brown, Rocky Mount

U

Umstead, Oscar Logan, Durham
 Underhill, John Alexander, Madison
 Underwood, Hamilton Polk, Jr., Fayetteville
 Upchurch, Malcolm Thurston, Smithfield
 Usher, Joseph Thomas, Greensboro
 Uzzell, Steve C. C., Black Mountain

V

Van Valkenburgh, William B., Asheville
 Varner, Sebron Edward, Jr., Brevard
 Viall, Wesley Russell, Jr., Pinehurst
 Vickers, Marshall R., Norfolk, Va.
 Vinson, Emmett Littlebury, Halifax
 Vinson, James Thomas, Goldsboro
 Vinson, Joe Battle, Burlington

W

Walker, Archie Duval, Wilmington
 Walker, Harry Wilbur, Norlina
 Walker, Hubert Long, Greensboro
 Walters, James Edward, Morven
 Ward, Bernard Rudolph, Goldsboro
 Ward, James Luther, Jr., Canton
 Ward, Waits Artemus, Swannanoa
 Ward, Wilbur Shepherd, Hickory
 Warren, Bowman Glidewell, Rural Hall
 Waters, George Walter, Jr., Goldsboro
 Way, James Arthur, Jr., Winston-Salem
 Webb, Thomas Paul, Jr., Shelby
 Webster, Charles Davis, Fairmont
 Webster, Willie Broox, Fairmont
 Welborn, John Henry, Lexington
 Welborn, William Fowle, Lexington
 Welch, William Dorsey, Jr., Washington
 Wells, Robert Rodney, Shelby
 Welsh, Olin H., Clinton
 West, Waits Artemus, Roseboro
 West, Wilbur Latham, Roseboro
 Whaley, Lloyd Milton, Wallace
 Wharton, Lee Alexander, Gibsonville
 Wheeler, Claude Cameron, Jr., Chapel Hill
 Wheeler, Cyrus Rankin, Oxford
 White, Clarence Bernard, Henderson
 White, George Spencer, Lexington
 White, James Stark, Mebane
 White, Ralph Lawrence, Troy

White, Walter Rodwell, Warrenton
 Whitehead, Charles Raymond, Ramseur
 Whitehead, Jefferson Draughn, III, Enfield
 Whitehead, Thomas Edward, Charlotte
 Whiteley, Iley, Morganton
 Whiteley, Roland Scott, Greensboro
 Whitford, Bryan Henry, Rocky Mount
 Whitley, Howard Emsley, Concord
 Whitley, Jesse Rose, Hendersonville
 Whitley, Wyatt Yelverton, Fremont
 Whitson, William James, Phelps, N. Y.
 Williams, Archibald Hunter A., Oxford
 Williams, Bruce, High Point
 Williams, Charley Harold, Asheboro
 Williams, Earl Gaston, Gastonia
 Williams, Glenwood Lee, Dunn
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 Williams, Martin H., Lexington
 Williams, Martin Van Buren, Winston-Salem
 Williams, William Alexander, Williamston
 Williamson, J. Worth, Salisbury
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 Willis, Robert Moore, Southport
 Wilson, Claude Arthur, Monroe
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 Wilson, William Hooper, Winston-Salem
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 Wolfe, John Carl, Hickory
 Wolfe, William Samuel, Mt. Airy
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 Woodward, Grover Ben, Franklin
 Woody, Robert Rickman, Burlington
 Woolard, Edward Watson, Henderson
 Wrike, Walter Curtis, Graham

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 Yoder, Coley R., Conover
 Young, Charles W., Jr., Lincolnton

Z

Zuckerman, Isaac L., Greensboro

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 Lovingood, Jack B., Hendersonville
 Marley, Dan, Charlotte
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 Matthews, George David, Stoneville
 Matthews, Johnnie Lee, Rocky Mount
 Matthews, Weldon C., Morehead City
 McGhee, Joseph T., High Point
 McGill, J. L., Kings Mountain
 McLarty, George, High Point
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 Moore, Horace W., Lexington
 Moose, Hubert Foy, Statesville
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 Niven, Howard Archibald, Charlotte
 Overton, John Tyler, Southern Pines
 Pearce, Ennis Lee, Rocky Mount
 Pinner, Beaman L., Asheville
 Pinnix, John Marshall, Jr., Kernersville
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 Purcell, A. L., Kecoughtan, Va.
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 Russell, Rufus C., Greensboro
 Secrest, Vann V., Monroe
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 Stonestreet, Conrad F., Winston-Salem
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 Sumner, Alfred Cooper, Burlington
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 Taylor, Charles Alexander, Mt. Holly
 Taylor, Charlie Celcirt, Saratoga
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 Treadwell, John E., Raleigh

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 Williams, Henry Ely, Wilson
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 Campbell, Rowe Bogle, Jr., Taylorsville
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 Dunlap, Henry Hunter, Durham
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 Edmundson, Richard Irvin, Fremont
 Elmore, Oscar Allen, Clinton
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 Fisher, Oveda, Whiteville
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 Hill, Becky Jo, Wadesboro
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 Hobowsky, Freda Mollie, Scotland Neck
 Hudson, Gus William, Rockingham
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 Isaac, Douglas W., Marion
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 Jenkins, Peggy Ann, Bryson City
 Jenkins, Walter Ingram, Jr., Biscoe
 Johnson, William Rowland, Asheville
 Jones, Henry R., Bennett
 Keating, Thomas M., Asheville
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 Kendrick, Melvin C., Spray
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 Kirby, Carl Mumford, Jr., Wilson
 Kluttz, John Augustus, Marion
 Knight, James O., Columbia
 Kostic, Thomas Francis, Chapel Hill
 Langdon, F. Hampton, Four Oaks
 Lanning, Edward R., Jr., Lexington

- Lewis, Robert Luther, Robbins
 Lloyd, William Leonard, Buies Creek
 Lore, Sara Fountain, Sanford
 Lovelace, William Monroe, Jr., Mooresboro
 Martin, George Edgar, Jr., Reidsville
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 McGinnis, John William, Cherryville
 McGugan, Vance Graham, Dunn
 McKeithan, William Scott, Shallotte
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 Mills, John Edward, Cliffside
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 Powell, William Paul, Horse Shoe
 Price, Billy Lee, Newton
 Proctor, Clyde Norman, Benson
 Raper, Donald Jordan, Lueama
 Rhoades, Jerry, Robbins
 Richardson, Thomas Odell, Boone
 Roberts, Stephen Burgin, Marshall
 Robinson, James Clark, Jr., Littleton
 Rollins, Stuart Wingo, Winston-Salem
 Samuel, Nancy Anne, High Point
 Seabrook, William Louis, Knightdale
 Schaefer, Brownie Dickson, Asheville
 Schell, Joanne, Wilmington
 Schlagel, Arthur P., Jr., Clyde
 Seabock, Robert Lee, Durham
 Setzer, Evan Sylvanus, Jr., Newton
 Shaw, Willis Breedlove, Roanoke Rapids
 Shepherd, Roy Cornelious, Lexington
 Sherrill, Fred S., Jr., Newton
 Shouse, William Darle, Rural Hall
 Sigmon, Russell Grady, Jr., Conover
 Silvers, Jack Everette, Chapel Hill
 Simons, Marian C., Black Mountain
 Simpson, Noah Jones, Glen Alpine
 Smith, Edward Marvin, Matthews
 Smith, Martha Ann, Warsaw
 Smith, Ralph Wright, Jr., Kinston
 Smith, Robert Garland, Pilot Mountain
 Stanton, William Harper, La Grange
 Stone, Richard B., King
 Talbert, George Robert, Winston-Salem
 Tate, William Staunford, Lexington
 Temple, Tommy Hoyle, Zebulon
 Thomas, Phillip L., Jr., Roxboro
 Timberlake, Harry Wilson, Milwaukee
 Trosper, Edith W., Greensboro
 Umphlett, Harry Bassett, Elizabeth City
 Upchurch, Julian Emmett, Spring Hope
 Upchurch, Patsy Ruth, Morrisville
 Wagner, John Wesley, Cramerton
 Wagner, Murphy Thomas, Jr., Durham
 Warren, Melvin R., Draper
 Watson, Emory Milner, Sanford
 Wells, William Potter, Burgaw
 White, Joseph Graham, Burlington
 Wiggins, Kenneth L., Goldsboro
 Williford, Earl Hardy, Jr., Kannapolis
 Wilson, Joseph H., Rural Hall
 Wilson, Robert G., Leaksville
 Windley, Lawrence, Aurora
 Wolfe, Robert Payne, Monroe
 Wood, John Dee, Wilmington
 Woodard, Nancy M., Hamlet
 Wright, John Coit, Polkton



CONVENTION CAMERA—Top: Woody Morton awards golf prizes to the ladies. Center: At the TMA Dance—Mrs. Elsie Johnson and C. T. Council, Jr. of Durham. Bottom: The winners in the men's golf division line up for congratulations from R. L. White of Charlotte. Photo, courtesy of J. Floyd Goodrich.

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Striking journal advertisements
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estrogens

progesterones

specialties

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Syntex steroid hormone line?

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SYNANDROTABS*	Methyl Testosterone, U.S.P. Tablets 10 mg. and 25 mg., bottles of 25 and 100
SYNANDRETS*	Testosterone, U.S.P. Transmucosal Tablets 10 mg., bottles of 25 and 100; 25 mg., bottles of 25
SYNANDROL*	Testosterone Propionate, U.S.P., in Sesame Oil 25 mg., 50 mg. and 100 mg. per cc.; in single-dose disposable STERAJECT® cartridges in packages of 10, and in 10 cc. multiple-dose vials in packages of 5
SYNANDROL*-F	Testosterone, U.S.P., in Aqueous Suspension 25 mg., 50 mg. and 100 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5

ADIOGYNETS*	Estradiol, U.S.P., Transmucosal Tablets 0.125 mg., 0.25 mg. and 1.0 mg.; bottles of 50 and 100
ADIOGYN*-E	Ethinyl Estradiol Tablets 0.02 mg. and 0.05 mg., bottles of 100; 0.5 mg., bottles of 25 and 100
ADIOGYN*	Estradiol, U.S.P., in Aqueous Suspension 0.25 mg. and 1.0 mg. per cc.; in single-dose disposable STERAJECT cartridges in packages of 10, and in 10 cc. multiple-dose vials in packages of 5
ADIOGYN*-B	Estradiol Benzoate, U.S.P., in Sesame Oil 0.33 mg. and 1.0 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5
ESTRONE	Estrone, U.S.P., in Aqueous Suspension 2 mg. and 5 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5

SYNGESTROTABS*	Ethisterone, U.S.P. Tablets 10 mg., 25 mg. and 50 mg.; bottles of 25
SYNGESTRETS*	Progesterone, U.S.P. Transmucosal Tablets 10 mg. and 20 mg., bottles of 25 and 100; 50 mg., bottles of 25
SYNGESTERONE* IN SESAME OIL	Progesterone, U.S.P. in Sesame Oil 10 mg., 25 mg., 50 mg. and 100 mg. per cc.; in single-dose disposable STERAJECT cartridges in packages of 10, and in 10 cc. multiple-dose vials in packages of 5
SYNGESTERONE* IN AQUEOUS SUSPENSION	Progesterone, U.S.P., in Aqueous Suspension 25 mg. and 50 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5

COMBANDRIN*	Estradiol Benzoate, U.S.P., 1 mg. per cc. and Testosterone Propionate, U.S.P., 20 mg. per cc. in Sesame Oil. In single-dose disposable STERAJECT cartridges in packages of 10 and in 10 cc. multiple-dose vials in packages of 5
COMBANDRETS*	Estradiol, U.S.P., 1 mg. and Testosterone, U.S.P., 10 mg. per Transmucosal Tablet; bottles of 25 and 100
NEODROL*	Stanolone in Aqueous Suspension 50 mg. per cc.; in 10 cc. multiple-dose vials in packages of 5. The newest steroid for tumor-suppression in selected cases and anabolic effect similar to testosterone, but with less virilizing side effect.

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- ❷ Compelling radio and newspaper advertising right in your own area.
- ❸ For the payoff drive, sales-creating display materials and inspired promotion ideas to create more fountain traffic and bigger sales per customer.

Quarterback your store to greater fountain profits. Call your SOUTHERN DAIRIES SEALTEST OFFICE today.

WOMAN'S AUXILIARY

OFFICERS—1953-54

<i>President</i>	Mrs. Graham Culbreth, Southern Pines
<i>First Vice-President</i>	Mrs. B. R. Ward, Goldsboro
<i>Second Vice-President</i>	Mrs. O. G. Duke, Jr., Raleigh
<i>Secretary</i>	Mrs. Robert L. White, Charlotte
<i>Treasurer</i>	Mrs. Sam Jenkins, Walstonburg
<i>Historian</i>	Mrs. E. R. Fuller, Salisbury
<i>Parliamentarian</i>	Mrs. Ralph P. Rogers, Durham
<i>Advisor</i>	Mrs. J. M. Darlington, Winston-Salem
<i>Advisor</i>	Mrs. T. J. Ham, Jr., Yanceyville

COMMITTEES—1953-54

Hospitality

Mrs. O. G. Duke, Jr., <i>Chairman</i>	Mrs. F. E. Campbell, <i>Co-chairman</i>
Mrs. Wilbur Adams	Mrs. I. W. Rose
Mrs. Frank Brooks	Mrs. Wesley Viall, Jr.
Mrs. L. Harris Coley, Jr.	Mrs. H. P. Watson, Sr.

Nominating

Mrs. W. A. Ward, <i>Chairman</i>	
Mrs. Homer Starling	Mrs. W. L. West

Resolutions

Mrs. M. B. Melvin, <i>Chairman</i>	
Mrs. C. D. Blanton	Mrs. T. M. Holland

Projects

Mrs. T. J. Ham, Jr., <i>Chairman</i>	
Mrs. E. C. Brown	Mrs. J. C. Jackson
Mrs. Paul Gamble	Mrs. Jack McAdams

Publicity

Mrs. James R. Casteel, <i>Chairman</i>	
Mrs. B. C. Brown	Mrs. Banks Kerr
Mrs. E. L. Cahill	Mrs. Dave McGowan
Mrs. W. S. Gibson	Mrs. Spencer Pierce
Mrs. Ben Hawfield	Mrs. Beaman Pinner
Mrs. D. D. Hocutt	Mrs. Wesley Viall, Sr.
Mrs. M. L. Jacobs	Mrs. R. F. Whiteley

Membership

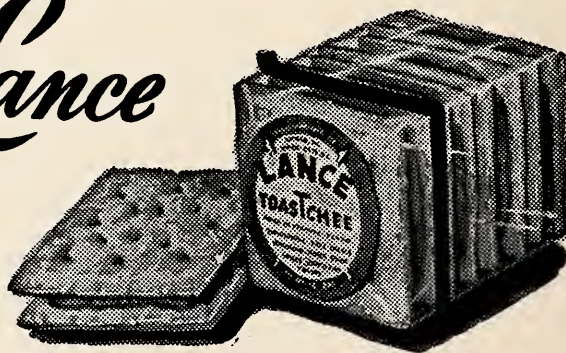
Mrs. B. R. Ward, <i>Chairman</i>	
Mrs. Donald Bissette	Mrs. D. D. Hocutt
Mrs. C. E. Bolinger	Mrs. Louis Holland
Mrs. W. P. Brewer	Mrs. D. Clyde Lisk, Jr.
Mrs. Annie B. Cooksey	Mrs. W. B. Morgan
Mrs. L. H. Crumpler	Mrs. Carson Southern
Mrs. S. D. Griffin	Mrs. W. B. Whitlock
Mrs. W. L. Hickman	



INSTALLATION OF OFFICERS—Mrs. James M. Darlington (6th from right) is shown presenting gavel to the in-coming President of The Woman's Auxiliary—Mrs. Graham Culbreth. The retiring officers are shown on the right of Mrs. Darlington: Mesdames James W. Harrison, J. Paul Gamble, W. S. Gibson, F. S. Goodrum and Hoy A. Moose. The new officers (from left) are: Mesdames E. R. Fuller, Sam Jenkins, R. L. White, T. J. Ham, Jr. and B. R. Ward.

ASK FOR

Lance



Peanut Butter
SANDWICHES

BUSINESS SESSION

The Twenty-Sixth Annual Meeting of the Woman's Auxiliary of the N.C.P.A. was held May 26, 1953 at the Carolina Hotel at Pinehurst, N. C.

The meeting was called to order by the president, Mrs. James M. Darlington. The invocation was asked by Mrs. Haywood Parker Watson. Cordial greetings were extended to the group by Mrs. W. P. Whitlock of Aberdeen, president of the Sandhills Pharmaceutical Auxiliary. A response was given by Mrs. Homer Starling of Raleigh.

The president then asked for the reading of minutes and roll call. Upon motion, these reports were dispensed with. Mrs. Darlington then asked for the report of the treasurer. Mrs. Paul Gamble gave this report, which was duly accepted.

The parliamentarian, Mrs. W. S. Gibson, did not have a report. The report of the historian, Mrs. Hoy A. Moose, was called for. Mrs. Moose brought to the attention of the group that the 1953 meeting marked the twentieth anniversary of the reorganization of the Woman's Auxiliary, and suggested that a telegram be sent to Mrs. Lloyd Jarrett, president of the first year of reorganization. Mrs. Moose stated that a new scrap book had been started, inasmuch as the first volume had reached its capacity, and had been placed in the archives at the Institute of Pharmacy at Chapel Hill.

Standing Committee Reports

The president then called for standing committee reports. The executive committee report, given by Mrs. Graham Culbreth, included the following action taken by the group in their meetings during the year: (1) that, unless an emergency arises, the Auxiliary discontinue money-raising projects during the year, and that such projects be attempted only during the annual convention; (2) that convention registration fee be increased to \$2.00 since expenses of putting on the convention had become greater than revenue realized from the \$1.00 fee; (3) that available funds be donated to the Institute of Pharmacy again this year; (4) publishing of the cook book was considered and voted that it not be undertaken at this time; (5) sale of subscriptions to *State*

magazine approved with commissions going to the Woman's Auxiliary; (6) Mystery Package sale approved for money-raising project at convention; (7) purchase of portrait of Mrs. F. W. Hancock, as suggested by the president of the Lizzie Hancock Chapter was considered and it was voted not to make the purchase.

Mrs. F. S. Goodrum gave the report of the hospitality committee. She reported her group's activities for the year, and then conducted a brief but impressive memorial service for Mrs. Carl T. Durham, Mrs. John B. Mayes, and Mrs. J. S. Nance, members who had died during the year.

Mrs. Graham Culbreth gave the report of the Membership Committee, reporting 483 members on the roll for the new year.

Mrs. Sam Jenkins, chairman, gave the report of the Resolutions Committee. The resolutions, voted on individually, were accepted as read.

Resolutions

Whereas, the officers and committee members of the Auxiliary have worked untiringly all during the year to make this an outstanding one in the history of the organization, and

Whereas, the ladies in the vicinity of Pinehurst have again given us an outstandingly successful convention, and

Whereas, manufacturers, wholesale drug houses, and many others have contributed to the success of the convention through the contribution of prizes and sponsorship of program events, and

Whereas, both the N. C. Pharmaceutical Association and the Traveling Men's Auxiliary have made elaborate preparations for our entertainment, therefore

Be it resolved that we give special thanks to every person who has worked on behalf of the Auxiliary during this past year; both those who served officially and those who have organized and executed plans for this annual meeting, and

Be it further resolved that letters of thanks be written to these friends of the Auxiliary.

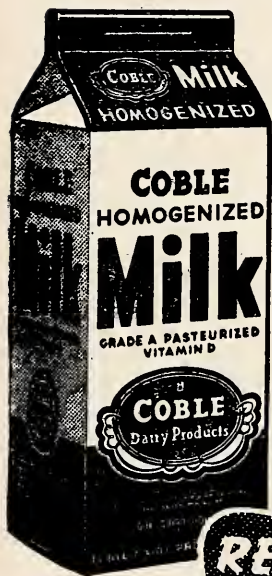
Reach for



COBLE MILK

in the new

**DAIRY GOLD
CARTON**



Whereas, in our Scholarship Fund at the University of North Carolina there exists in expendable funds more than the money needed for the tuition scholarship of \$225 which is awarded annually, therefore

Be it resolved that the scholarship for the year 1953-54 be increased to \$275 which will give the recipient of \$50 for use in defraying incidental expenses, and

Be it further resolved that similar action be considered for future years, if expendable funds allow it.

Whereas, the Auxiliary has been utilizing the very excellent services of our advisors, and

Whereas, these members faithfully attend the meetings of our Executive Board and cooperate fully with programs of our organization, therefore

Be it resolved that their position as pertains to the Executive Board be clarified through the amending of Article VIII of By-Laws to read as follows: "The retiring president each year shall act in an advisory capacity for a period of two years; she shall attend meetings of the Executive Board and shall vote on matters considered by said Board."

Whereas, one of our charter members, unable to meet with us for some time, due to illness in her family, but nevertheless maintaining her interest in our organization through her years of enforced inactivity, and

Whereas, this member assisted in making the reorganization of our Auxiliary a success when it was resumed in 1933, and

Whereas, we would like to pause today to pay tribute to this person in some manner which would have her recognize the value we place on her outstanding work, therefore

Be it resolved that a life membership in this organization be given to Mrs. James B. Bowers of Richmond, Va. as a measure of our love and appreciation.

In the absence of Mrs. James B. Bowers, her life certificate was accepted by Mrs. Gamble Bowers. A telegram was also or-

dered sent to Mrs. Bowers, informing her of the life membership.

Mrs. H. C. McAllister, reporting for the publicity committee, of which she was chairman, reported the publication of two issues of the Woman's Auxiliary bulletin, *Doings*.

Mrs. W. L. West, chairman, reported for the projects committee. She told of methods used in raising funds for the Woman's Auxiliary. She reported on subscriptions sold for the *State* magazine, as well as money derived from the sale of Institute plates, and from the Mystery Package sale at the convention. A total of \$554.17 was realized from the projects.

Mrs. M. L. Jacobs gave the report of the nominating committee as follows:

President—Mrs. Graham Culbreth, Southern Pines.

First Vice-President—Mrs. B. R. Ward, Goldsboro.

Second Vice-President—Mrs. O. G. Duke, Jr., Raleigh.

Secretary—Mrs. R. L. White, Charlotte.

Treasurer—Mrs. Sam Jenkins, Walstonburg.

Historian—Mrs. E. R. Fuller, Salisbury.

Parliamentarian—Mrs. Ralph P. Rogers, Durham.

This report was unanimously accepted, and the nominees were asked to stand.

Greetings Extended

In the absence of B. R. Ward, president of the NCPA, who was unable to leave the meeting over which he was presiding, E. A. Brecht, Dean of the School of Pharmacy, brought greetings from both the NCPA and the School. W. S. Gibson, president of the TMA, brought greetings from his group.

Local Auxiliary Reports

Mrs. J. W. Harrison reported for the Woman's Auxiliary of the Western North Carolina Drug Club, of which she was president. Mrs. Harrison reported as their local project for the year, cooperation with and a contribution to the Asheville Orthopedic Home. She told of their annual Christmas party with the members of the WNC Drug Club, and of their means of raising necessary funds through a bridge and canasta

party. Mrs. Harrison, in concluding her remarks, presented a check for \$50 to the Institute of Pharmacy.

Mrs. Charles M. Andrews reported the activities of the Alamance Drug Circle. During the year the group had assisted in local projects through the purchase of a meal ticket for a needy school child, and medication for needy children, through the city schools' visiting teacher. They also participated in the March of Dimes and they provided clothing for a Negro family. Funds were raised through a bridge luncheon and an auction sale. The group presented a check for \$40 to the Institute of Pharmacy, in addition to a \$10 gift which had been given earlier for the purchase of serving trays.

The activities of the Charlotte Woman's Druggist Auxiliary were given by Mrs. R. L. White, president. She reported local projects as follows: toys for children at the Good Samaritan Hospital at Christmas; contributions to the Empty Stocking Fund, the United Appeal, and the American Cancer Society. She also told of a contribution to the "Strike It Rich" program for a deserving invalid of Charlotte. She reported that a Christmas remembrance had been sent to the recipient of the Grace K. Edwards Scholarship at the School of Pharmacy. She presented checks—one for \$100 for the Institute of Pharmacy, and one for \$450 for the Grace K. Edwards Scholarship and a new one to be given to a Charlottean. She also reported an additional scholarship to be given by a friend through the Charlotte Auxiliary, to be known as the Mary Stanley scholarship. In order to raise money for these projects, the members of the Charlotte Auxiliary worked as salesladies at Efrid's Department Store on "Shop in Charlotte" Day, sponsored a bridge and canasta party, sold Institute memorial plates, and had a picnic and bingo party at the Drug Traveler's Club.

The report of the Mortar & Pestle Club of Durham-Chapel Hill was given by Mrs. Ralph Rogers, Jr., in the absence of the president, Mrs. W. B. Morgan. She reported that their organization had been relatively inactive during the year, but they were giving their entire treasury of \$84.08 to the

Institute of Pharmacy.

The report of the Greensboro Auxiliary was given by Mrs. Gordon E. Cory, in the absence of Mrs. A. A. Gwynn, president. After telling of the meetings held during the year, she reported that their money-raising activities had included a bingo game held at the annual picnic, sale of Christmas cards, sale of Institute plates and of State Magazine subscriptions. At the conclusion of her report, she presented a check for \$150 to be used at the Institute of Pharmacy.

The High Point Pharmaceutical Auxiliary report was given by Mrs. E. R. Anderson, Sr., in the absence of the president, Mrs. W. R. Comfort. This group used the sale of Institute plates as a means of raising funds for the year. They reported the gift of a painting by J. Louis Cobb to the NCPA, as well as a gift of a pair of chinchillas by the E. R. Andersons to the NCPA to be used as a convention prize. In closing the report, Mrs. Anderson announced that a check for \$25 had been sent to the Institute of Pharmacy.

The report of the Lizzie Hancock Chapter was read by the secretary in the absence of Mrs. D. D. Hocutt, president. They reported their annual luncheon meeting which was held at the Institute of Pharmacy. A check for \$25 was presented to the Institute of Pharmacy at the conclusion of the report.

The newest of the local auxiliaries, the Pharmacy Wives Organization, composed of wives of students of the School of Pharmacy, was reported by Mrs. Harry Timberlake, in the absence of the president, Mrs. Grover Creech. Mrs. Timberlake told of their organizing, and of their projects for the year which included making scrap books for use in Memorial Hospital, and of sending used Christmas cards to a mountain mission for use in their vocational work. In closing, she presented a check for \$20 to the School of Pharmacy for use in purchasing flower containers, and a check for \$20 to the Institute of Pharmacy for purchase of lamps for the lobby.

The Raleigh Woman's Drug Club report was given by Mrs. L. H. Crumpler in the absence of Mrs. Moffitt Moore, president. Their local projects for the year included a large contribution to the Polio Fund, as well as donations to the Cancer Drive, and to the

Y.W.C.A. Building Fund. She reported that a check for \$125 had been sent to the Institute of Pharmacy to be used toward the purchase of a stage curtain in the auditorium.

Mrs. W. P. Whitlock, president of the Sandhills Pharmaceutical Auxiliary, reported that their major project was the promotion of the state convention. She made the convention guests feel very much at home through her manner in which she reported her group's preparation for the meeting.

The Woman's Auxiliary of the Wilmington Drug Club gave their report. This was presented by Mrs. W. R. Adams. Their local project was charitable work done through their representative on the Salvation Army Executive Board. They dressed dolls at Christmas; furnished a layette, with individual members supplementing the listed items; and bought canned goods for needy persons. Funds for this work were raised by catering and serving a Ladies Night meeting of the Wilmington Drug Club. In closing her report, Mrs. Adams presented a check for \$50 to the Institute of Pharmacy.

Mrs. A. L. Fishel, president, gave the report of the Apothecary Club of Winston-Salem. Local projects of this group included work with the top shop through the painting and mending of toys for Christmas stockings. They also contributed to the Cancer fund, the March of Dimes, and to the T. B. Association. Mrs. Fishel mentioned special meetings: a Christmas dinner at which they were honored by the O'Hanlon-Watson Drug Company; a tea honoring the state president, and a dinner meeting at the Institute of Pharmacy. In closing her report, Mrs. Fishel presented a check for \$100 to the Institute.

Mrs. Darlington thanked the Auxiliaries for their very splendid work during the year.

In accordance with the Constitution and By-Laws, Mrs. Darlington appointed an auditing committee of Mrs. Phil Gaddy, Mrs. H. N. Guion, and Mrs. H. A. Moose.

Mrs. Graham Culbreth, vice-president, took the chair while Mrs. Darlington gave the president's report.

President's Report

When the Convention was concluded at

Pinehurst last year there was an exodus of our membership to beaches, mountains and other vacation spots of our lovely state and nation. Some of you may have even gone abroad. However, on August 26 officers of the Woman's Auxiliary, committee chairmen and officers of local auxiliaries came together at the Institute of Pharmacy in Chapel Hill for the purpose of sharing ideas and planning the year's work. There were thirty-eight ladies present. There was a meeting of the Executive Board in the morning followed by a delicious luncheon attended by the entire group, and then a meeting of the Board along with local officers in the afternoon. Each committee chairman outlined her work for the year and Presidents of local auxiliaries gave a bird's-eye view of their organizations, telling of their time and place of meeting, programs and money making projects. From these reports it was very evident that although our primary aim is the assistance we can be to our husbands in their profession, members of the local auxiliaries are very civic minded and contribute both time and money in substantial amounts to work of this nature as well as to charity.

Mr. and Mrs. W. J. Smith extended to each of the clubs a cordial invitation to hold a meeting at the Institute some time during the year, and about half of them have accepted. It has been my privilege and pleasure to have been with most of them there. I have heard nothing but praise of the Institute and thanks to those whose persistence, guidance, and determined efforts translated their vision into a reality—the beautiful and functional building which is being put to many uses.

Although the Institute of Pharmacy, at first glance, seems to be complete, there are a number of articles needed before it can give maximum service. Therefore, after due consideration, the Executive Board voted that the Auxiliary's available funds for use in a pharmaceutical project would go to the Institute for purchasing equipment and furnishings which are still needed.

The endowment principal of our scholarship fund is \$6,492.81 which gives us an expendable balance of a little more than the

full tuition scholarship of \$225.00. The recipient of our scholarship this year has proven herself to be most worthy, having placed on the honor roll last semester.

At this time I wish to recognize our new auxiliary, the Pharmacy Wives Organization, one of the most interesting and active groups we have. This organization is made up of the wives of pharmacy students and numbers about forty members with Mrs. Grover Creech as President. It was my privilege to be with these girls at their February meeting when they entertained with a lovely Valentine party. I have always felt that I was resigned to my years but they really made me want to be young again that night. We congratulate them on their organization and welcome them to our ranks. They have a wonderful time at their meetings—may their enthusiasm be contagious. The husbands of twelve of these girls will graduate this year, and several of them have asked me about local clubs in the towns in which they plan to live. Give them a cordial welcome if they come your way. Each year when reports of local auxiliaries are given, it has occurred to us that no recognition is given to the efforts of those of you who live in communities where there is no local organization. Many of you are very helpful on a state-wide basis. There are about 324 of our members who hold membership in a local unit with about 200 unorganized. To you who are not members of an organized local group we want to say a special thank you. As your outgoing President, I would like to recommend that a State-Wide Auxiliary Day be observed at the Institute of Pharmacy to which will be invited members of the State Auxiliary who are not members of a local group.

I also recommend that a meeting of the Executive Board in joint session with committee chairmen and local auxiliary officers be held in August just before the first meetings of the new club year.

We all regret that the new building for the School of Pharmacy at Chapel Hill was not included in the appropriations made by the General Assembly. The need continues to be as acute as ever and I would like to recommend that members individually continue to exert efforts to convince the state

of the necessity for increased training facilities for Pharmacy students.

I recommend that members of the Woman's Auxiliary live up to their constitution and by-laws to the fullest possible extent in their support of the profession of Pharmacy and cooperation with the parent group—the North Carolina Pharmaceutical Association.

This little message would be most incomplete without a word of thanks and appreciation for the very fine assistance of Mr. and Mrs. W. J. Smith who are true friends of the Woman's Auxiliary in every sense of the word—ever willing to help in any way they can.

To those of you who have served as officers, committee chairmen, or committee members, to each one of you I am grateful for any service whatever that you have rendered this past year.

Members of the local committee here at Pinehurst with Mrs. Graham Culbreth as chairman and Mrs. Wesley Viall, Sr., chairman of prizes, have done an outstanding job of making arrangements for our pleasure while attending the Convention. May we give all the local ladies who helped with the Convention activities a standing vote of thanks. We do appreciate the fine work you have done.

I want to thank you for the privilege of serving as your President this year. Personally, it has been a most rewarding experience—an honor and a privilege for which I am deeply grateful.

The installation of officers for 1953-54 was the next order of business. This very impressive ceremony was conducted by Mrs. W. A. Ward.

Mrs. Graham Culbreth, installed as president for the new year, made a short talk in which she thanked the group for honoring her by electing her as president. She asked for cooperation and support from every member during the year, and pledged her every effort on behalf of the organization.

Mrs. J. Paul Gamble presented Mrs. Darlington with a gift of silver from the Auxiliary as a token of thanks and appreciation for her work during the year.

There being no further business, the meeting was adjourned.



TMA OFFICERS—Seated, left to right: J. Floyd Goodrich, secretary-treasurer; R. L. White, president; Stan Perry, vice-president; and W. S. Gibson, immediate past president. Standing, left to right: R. H. Brownie, G. C. Hartis, C. E. Davis, W. W. Morton and Cecil Williamson, members of the Board of Governors.



a lion's share of the business

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DURHAM, NORTH CAROLINA

1953-1954 ROSTER

TRAVELING MEN'S AUXILIARY

of the

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

OFFICERS

R. L. White.....	<i>President</i>
Stan Perry.....	<i>Vice-President</i>
J. Floyd Goodrich.....	<i>Secretary-Treasurer</i>
Joyce Warren.....	<i>Asst. Secretary-Treasurer</i>

BOARD OF GOVERNORS

Cecil Williamson.....	5 years
R. H. Brownie.....	4 years
G. C. Hartis.....	3 years
W. W. Morton.....	2 years
C. E. Davis.....	1 year

Mr. Druggist—These men and these men only contributed financially toward your entertainment at the TMA Party held at Pinehurst this year.

Abbott Laboratories.....	W. Lawrence Jones, 327 McIver St., Greensboro, N. C.
Abbott Laboratories.....	R. E. Langdon, 509 Oak Ridge Ave., Fayetteville, N. C.
Abbott Laboratories.....	Eugene E. Merchant, Jr., P. O. Box 709, Winston-Salem, N. C.
Abbott Laboratories.....	F. A. Powell, 90 Griffin Blvd., Asheville, N. C.
Abbott Laboratories.....	F. A. Stovall, 2210 Pershing St., Durham, N. C.
Abbott Laboratories.....	R. E. Vaden, 118 Hillside Ave., Charlotte, N. C.
Advertising Exchange.....	Price Williams, 1922 Augusta Ave., Greenville, S. C.
American Greeting Card.....	Steve Mullican, 2515 Country Club Court, Raleigh, N. C.
American Pharm. Co., Inc.....	A. W. Baker, P. O. Box 715, Valdese, N. C.
Andrew Jergens Co.....	P. C. Day, 106 Providence Rd., Charlotte, N. C.
Armstrong Cork Co.....	J. A. Smith, 603 S. Andrews Ave., Goldsboro, N. C.
Armstrong Cork Co.....	R. E. Thompson, 415 Atandt Ave., Charlotte 6, N. C.
Ascher, B. F. & Co., Inc.....	Carl Lewis, Box 236, Kenly, N. C.
Austin, J. H. Co.....	J. H. Austin, 2519 Providence Rd., Charlotte, N. C.
B. C. Remedy Co.....	L. P. Bullock, Jr., 1008 W. Lee St., Wilson, N. C.
B. C. Remedy Co.....	C. T. Council, Jr., c/o Co., Durham, N. C.
B. C. Remedy Co.....	A. G. Cox, c/o Co., Durham, N. C.
B. C. Remedy Co.....	J. Floyd Goodrich, c/o Co., Durham, N. C.
B. C. Remedy Co.....	W. W. Morton, c/o Co., Durham, N. C.
B. C. Remedy Co.....	G. R. Newman, 328 Mary St., Bristol, Virginia
B. C. Remedy Co.....	R. T. Scott, 2123 Sprunt St., Durham, N. C.
B. C. Remedy Co.....	E. C. Tilley, c/o Co., Durham, N. C.
B. C. Remedy Co.....	W. W. Wall, Box 521, Hickory, N. C.
Bauer & Black.....	W. F. Elmore, 1410 Chester Rd., Raleigh, N. C.
Beech-Nut Packing Co.....	Thos. F. Hawkins, 1105 Greenwood Cliff, Charlotte, N. C.
Bellamy, R. R. & Son.....	A. B. Bethune, 1212 Azalea St., Wilmington, N. C.
Bellamy, R. R. & Son.....	W. W. Gayer, c/o Co., Wilmington, N. C.
Bellamy, R. R. & Son.....	W. B. Lennon, 2918 Park Ave., Wilmington, N. C.
Bellamy, R. R. & Son.....	John Phillips, Box 300, Lumberton, N. C.
Bellamy, R. R. & Son.....	V. L. Toms, No. 3 S. Fourth St., Wilmington, N. C.
Bellamy, R. R. & Son.....	Cecil Williamson, 199 Pinecrest Parkway, Wilmington, N. C.
Berryhill Fountain Sales Co.....	Olin Berryhill, c/o Co., Charlotte, N. C.
Biltmore Daries.....	F. M. Woody, c/o Biltmore Dairy Farms, Asheville, N. C.
Bishop, J. & Co.....	Robert H. Gracey, 415 W. Delaware Ave., Southern Pines, N. C.

Bodeker Drug Co.....	John W. Burton, McKinney, Virginia
Bodeker Drug Co.....	H. M. Conyers, c/o Co., Richmond, Virginia
Bodeker Drug Co.....	E. Elwood Ford, 1408 E. Main St., Richmond, Virginia
Bodeker Drug Co.....	G. F. Franck, c/o Co., Richmond, Virginia
Bodeker Drug Co.....	W. C. Stone, Jr., Edgewood Apts., Apt. A-1, Goldsboro, N. C.
Borden Company, The.....	E. R. Barnette, 417 3rd Ave., S.E., Hickory, N. C.
Borden Company, The.....	Hugh C. Bennett, Box 69, Raleigh, N. C.
Borden Company, The.....	W. R. Comfort, 1317 Greenway Dr., High Point, N. C.
Borden Company, The.....	James L. Pruitt, 800 E. Morehead St., Charlotte, N. C.
Bristol-Myers Co.....	F. F. Potter, 1227 Wendover Rd., Charlotte, N. C.
Burwell & Dunn.....	J. E. Allen, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	S. A. Beaty, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	L. S. Brown, Box 246, Hamlet, N. C.
Burwell & Dunn.....	M. J. Dean, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	C. W. Haigler, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	P. S. Hawfield, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	W. B. Hawfield, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	P. W. Kendall, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	J. A. Parker, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	E. D. Reeves, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	R. C. Russell, c/o Co., Charlotte, N. C.
Burwell & Dunn.....	T. K. Steel, c/o Co., Charlotte, N. C.
Buttercup Ice Cream Co.....	John Cortright, Box 626, Hamlet, N. C.
Capudine Chemical Co.....	E. W. Yates, c/o Co., Raleigh, N. C.
Chattanooga Medicine Co.....	J. W. Neal, Box 1261, Southern Pines, N. C.
Ciba Pharmaceutical Prod.....	R. K. Bolick, 219 Florence St., Greensboro, N. C.
Ciba Pharmaceutical Prod.....	C. G. Perry, 145 S. Main St., Kannapolis, N. C.
Cliff-Weil Cigar Co.....	Joe W. Earman, 1200 Spring Hill Rd., Staunton, Va.
Cliff-Weil Cigar Co.....	Henry Gunst, Jr., Ashland, Virginia
Cliff-Weil Cigar Co.....	Frank Settle, Goldsboro, N. C.
Coble Dairy Products, Inc.....	Earl Austin, c/o Co., Lenoir, N. C.
Coble Dairy Products, Inc.....	Liston Beck, Box 2157, Greensboro, N. C.
Coble Dairy Products, Inc.....	L. R. Bishop, c/o Co., Rockingham, N. C.
Coble Dairy Products, Inc.....	B. B. Broome, c/o Co., Lexington, N. C.
Coble Dairy Products, Inc.....	J. M. Cates, Jr., c/o Co., Ramseur, N. C.
Coble Dairy Products, Inc.....	E. E. Dean, c/o Co., Mt. Airy, N. C.
Coble Dairy Products, Inc.....	W. E. DeLapp, c/o Co., Lexington, N. C.
Coble Dairy Products, Inc.....	J. E. Everhart, 2504 N. Tryon, Charlotte, N. C.
Coble Dairy Products, Inc.....	T. E. Forester, c/o Co., Wilkesboro, N. C.
Coble Dairy Products, Inc.....	C. M. Gabriel, Box 1324, Burlington, N. C.
Coble Dairy Products, Inc.....	Howard Marley, c/o Co., Smithfield, N. C.
Coble Dairy Products, Inc.....	C. M. Reynolds, c/o Co., Lexington, N. C.
Coble Dairy Products, Inc.....	Ernest Schuchardt, Box 377, Durham, N. C.
Coble Dairy Products, Inc.....	Jerry Sutton, c/o Co., Kinston, N. C.
Coble Dairy Products, Inc.....	C. H. Williams, c/o Co., Lincolnton, N. C.
Coca-Cola Co.....	J. C. Hall, Box 2100, Greensboro, N. C.
Coca-Cola Co.....	J. H. Hall, Box 1734, Atlanta, Georgia
Coca-Cola Co.....	W. D. Holloman, Box 2100, Greensboro, N. C.
Coca-Cola Co.....	C. J. Hullinger, 412A Wakefield Drive, Charlotte, N. C.
Colgate-Palmolive Peet Co.....	E. H. Hemmle, 1915-1916 Liberty Life Bldg., Charlotte, N. C.
Creomulsion Co.....	George VonAspern, 400 Woodlawn Ave., Greensboro, N. C.
Davol Rubber Co.....	J. O. Alexander, 2775 N. Hills Drive, Atlanta, Ga.
Dean Rubber Co.....	J. A. Catanese, Box 2401, Charlotte, N. C.
Dean Rubber Co.....	Herb McElvain, Box 2345, Charlotte, N. C.

DeWitt, E. C. & Co.	S. O. Bailey, 618 Gatewood Ave., High Point, N. C.
Dixie Cup Co.	Harry Crossland, 1100 Brooks Ave., Raleigh, N. C.
Dixie Cup Co.	Ralph W. McClure, 1006 Nichols Drive, Raleigh, N. C.
Drug Package Co.	C. H. Smith, Box 1001, Charlotte, N. C.
Endo Products, Inc.	Edwin C. Brown, 63 Buchanan Ave., Asheville, N. C.
Galeski Photo Center.	J. S. Montgomery, 2 S. 8th St., Richmond, Va.
Galeski Photo Center.	Ted Partlow, 2 S. 8th St., Richmond, Va.
Geer Drug Co.	W. Henry Davis, c/o Co., Spartanburg, S. C.
Geer Drug Co.	W. O. Ezell, c/o Co., Spartanburg, S. C.
Geer Drug Co.	D. A. Geer, c/o Co., Spartanburg, S. C.
Geer Drug Co.	R. Glenn Holt, c/o Co., Spartanburg, S. C.
Geer Drug Co.	Chas. Trippe, c/o Co., Spartanburg, S. C.
Gillette Safety Razor Co.	E. D. Gardner, 946 Everett Place, Charlotte, N. C.
Gilpin, H. B. Co.	Charlie Daughtridge, Box 535, Washington, N. C.
Gilpin, H. B. Co.	J. W. Roberts, 133 W. Main St., Norfolk, Va.
Glover, H. Clay, Inc.	Irving Standiford, 2817 Sherwood St., Greensboro, N. C.
Hart Drug Co.	J. E. Shipley, Box 1319, Reidsville, N. C.
Hollingsworth Candy Co.	H. L. Hitchcock, Box 2239, Winston-Salem, N. C.
House of Wakefield.	C. Z. Adams, Box 2093, Greensboro, N. C.
House of Wakefield.	Glenn L. Moss, 834 Market St., Greensboro, N. C.
Hudnut, Richard Co.	Joe L. Wear, Box 2101, Charlotte, N. C.
Hunter, H. B. Co.	H. B. Hunter, Jr., c/o Co., Norfolk, Va.
Hunter, H. B. Co.	M. W. Stone, Box 703, Charlotte, N. C.
Inter-Ocean Insurance Co.	F. W. Sarles, c/o Co., Greensboro, N. C.
Johnson & Johnson.	C. L. Moseley, 943 Romany Road, Charlotte, N. C.
Johnson & Johnson.	G. E. Powell, 1510 Candler Bldg., Atlanta, Ga.
Justice Drug Co.	W. P. Brewer, c/o Co., Greensboro, N. C.
Justice Drug Co.	R. G. Carroll, 424 Summit Ave., Statesville, N. C.
Justice Drug Co.	J. L. Davis, c/o Co., Greensboro, N. C.
Justice Drug Co.	L. R. Davis, c/o Co., Greensboro, N. C.
Justice Drug Co.	Stephen Forrest, c/o Co., Greensboro, N. C.
Justice Drug Co.	D. F. Hayes, c/o Co., Greensboro, N. C.
Justice Drug Co.	P. A. Hayes, c/o Co., Greensboro, N. C.
Justice Drug Co.	T. S. Simpson, c/o Co., Greensboro, N. C.
Justice Drug Co.	L. A. Thomas, c/o Co., Greensboro, N. C.
Justice Drug Co.	O. C. Trogdon, c/o Co., Greensboro, N. C.
Justice Drug Co.	T. B. Waugh, c/o Co., Greensboro, N. C.
Justice Drug Co.	R. F. Whiteley, c/o Co., Greensboro, N. C.
Kendall Medicine Co.	Raymond Canipe, Box 39, Shelby, N. C.
Kendall Medicine Co.	C. Rush Hamrick, Jr., 327 S. Morgan, Shelby, N. C.
King, W. H. Drug Co.	Raymond Brockwell, 2803 Exeter, Raleigh, N. C.
King, W. H. Drug Co.	A. F. Cannady, Cannon Ave., Zebulon, N. C.
King, W. H. Drug Co.	J. A. Earley, Box 146, Whiteville, N. C.
King, W. H. Drug Co.	D. J. Finch, Box 505, Zebulon, N. C.
King, W. H. Drug Co.	R. W. Hunter, 2201 Fairview Rd., Raleigh, N. C.
King, W. H. Drug Co.	F. D. Peacock, 116 Horne St., Raleigh, N. C.
King, W. H. Drug Co.	Tom Sanders, c/o Co., Raleigh, N. C.
King, W. H. Drug Co.	H. C. Starling, c/o Co., Raleigh, N. C.
King, W. H. Drug Co.	F. J. Williams, Jr., 1302 Broad St., Durham, N. C.
Lancee, Inc.	B. B. Dean, 1226 Banbury Rd., Raleigh, N. C.
Lancee, Inc.	F. T. Matthews, Box 1530, Greensboro, N. C.
Lancee, Inc.	W. P. Matthews, 3029 Lewis Farm Rd., Raleigh, N. C.
Lancee, Inc.	S. S. Woodall, Box 8688, Richmond, Va.
Lilly, Eli & Co.	L. M. Bailey, 548 Palmetto Street, Spartanburg, S. C.

Lilly, Eli & Co.....	Tom Bennett, 285 Midland Drive, Asheville, N. C.
Lilly, Eli & Co.....	K. T. Boatwright, 4310 Hanover Ave., Richmond, Va.
Lilly, Eli & Co.....	W. A. Burwell, 115 Hudson St., Raleigh, N. C.
Lilly, Eli & Co.....	D. F. McGowan, Rt. No. 3, Chapel Hill, N. C.
Lilly, Eli & Co.....	C. R. Sublett, 406 Liberty Life Bldg., Charlotte, N. C.
Lilly, Eli & Co.....	Mac L. Sullivan, 512 Westmont Dr., Fayetteville, N. C.
Lily-Tulip Cup Corp.....	R. C. NeSmith, Box 2894, Raleigh, N. C.
Lily-Tulip Cup Corp.....	W. A. Rigsby, 2226 Hastings Dr., Charlotte 7, N. C.
McCourt Label Cabinet Co.....	R. M. Crosson, Box 475, Columbia, S. C.
McKesson & Robbins, Inc.....	G. E. Edenfield, c/o Co., Columbia, S. C.
McKesson & Robbins, Inc.....	Joe Myers, Jr., Box 174, Hamlet, N. C.
Mallinckrodt Chemical Co.....	R. L. White, 1201 Princeton Ave., Charlotte, N. C.
Maola Ice Cream Co.....	H. L. Barnes, c/o Co., New Bern, N. C.
Massengill, S. E. Co.....	Thompson Hiles, Lakeview Park, Asheville, N. C.
Massengill, S. E. Co.....	J. H. Morris, Jr., 2208 Arnold Drive, Charlotte 5, N. C.
Massengill, S. E. Co.....	J. C. Woodard, 214 Lindsay St., High Point, N. C.
Merek & Co.....	C. E. Davis, 1115 Cornwallis Dr., Greensboro, N. C.
Merek & Co.....	W. R. Ehrhardt, 48 Beaver Dam Dr., Raleigh, N. C.
Merek & Co.....	J. R. West, 48 Vermont Ave., Asheville, N. C.
Merrell, Wm. S. Co.....	Tim Brown, c/o Lane Drug Store, Wilmington, N. C.
Merrell, Wm. S. Co.....	Forrest Matthews, Jr., 2509 Kenmore Dr., Raleigh, N. C.
Miles Laboratories, Inc.....	Robt. H. Brownie, P. O. Box 2472, Charlotte 1, N. C.
Morgan, A. B. Fixture Co.....	A. B. Morgan, Box 3144, Charlotte, N. C.
Morgan, A. B. Furniture Co.....	J. Frank Williamson, Box 3144, Charlotte, N. C.
Nashua Package Sealing Co.....	J. W. Valentine, Box 3065, Raleigh, N. C.
Norris Candy Company.....	A. J. Schlirf, 2947 Bon Air Ave., Winston-Salem, N. C.
Norris, Garland C. Co.....	Osborne Lucas, 2536 York Rd., Raleigh, N. C.
Nunnally's Candy Co.....	Bill Campbell, 1400 Mayflower Lane, Charlotte, N. C.
Nunnally's Candy Co.....	J. E. Deen, c/o Co., Augusta, Ga.
Nunnally's Candy Co.....	R. S. Everett, 1101 E. Morehead St., Charlotte, N. C.
Nyal Company, The.....	W. McElveen, 513 Willoughby St., Charlotte, N. C.
O'Hanlon-Watson Drug Co.....	J. H. Ball, c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.....	J. M. Darlington, c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.....	I. H. Rider, c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.....	S. P. Smith, c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.....	R. N. Tesh, c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.....	II. P. Watson, c/o Co., Winston-Salem, N. C.
Owens-Illinois Glass Co.....	W. H. Adams, 1506 Liberty Life Bldg., Charlotte, N. C.
Owens-Illinois Glass Co.....	G. C. Hughes, 1506 Liberty Life Bldg., Charlotte, N. C.
Owens-Illinois Glass Co.....	R. F. Miller, c/o Co., Toledo, Ohio
Owens-Illinois Glass Co.....	J. A. Runnels, c/o Co., Atlanta, Ga.
Owens & Minor Drug Co.....	L. B. Allen, Box 1167, Rocky Mount, N. C.
Owens & Minor Drug Co.....	Gamble Bowers, c/o Co., Richmond, Va.
Owens & Minor Drug Co.....	G. G. Minor, Jr., c/o Co., Richmond, Va.
Owens & Minor Drug Co.....	L. S. Whittle, Box 237, Warsaw, N. C.
Owens & Minor Drug Co.....	Bruce W. Young, 1606 Highland Dr., Wilson, N. C.
Pal & Personna Blade Co.....	Harry B. Shub, 43 W. 57th St., New York 19, N. Y.
Paramount Sales Co.....	T. F. Windham, Box 477, Knoxville, Tenn.
Parke-Davis & Co.....	G. G. Buchanan, Box 1254, Greensboro, N. C.
Parke-Davis & Co.....	G. C. Harts, 24 Gloria Ave., Winston-Salem, N. C.
Parke-Davis & Co.....	R. D. Heist, 1610 Queens Rd., Charlotte, N. C.
Parke-Davis & Co.....	Fred Johnson, 420 Golfview Rd., Atlanta, Ga.
Peabody Drug Co.....	C. T. Byerly, 2315 Sprunt St., Durham, N. C.
Peabody Drug Co.....	W. M. Cannady, Box 517, Oxford, N. C.

Peabody Drug Co.....	Zack W. Lyon, 1811 Hillcrest Dr., Durham, N. C.
Peabody Drug Co.....	J. A. Weatherford, c/o Co., Durham, N. C.
Penslar Co., The.....	A. R. Cross, 1204 N. Fairwater Dr., Norfolk, Va.
Pet Dairy Products Co.....	O. L. Cole, c/o Co., Greensboro, N. C.
Pet Dairy Products Co.....	Geo. E. Garst, Rt. No. 7, Box 568, Greensboro, N. C.
Pet Dairy Products Co.....	Jesse P. Jones, c/o Co., Greensboro, N. C.
Pet Dairy Products Co.....	James T. McLean, 306 Rolling Rd., Burlington, N. C.
Pet Dairy Products Co.....	Claude F. Norman, 2012 Ashland Ave., Charlotte, N. C.
Pfeiffer, S. Mfg. Co.....	L. D. Davidson, 1004 Bragg St., Monroe, N. C.
Pictorial Paper Co.....	W. B. Lyon, 804 W. Bessemer St., Greensboro, N. C.
Pine State Creamery.....	Dwight Johnson, c/o Co., Raleigh, N. C.
Pine State Creamery.....	J. D. Kilgore, c/o Co., Raleigh, N. C.
Pine State Creamery.....	Sam N. Mann, c/o Co., Raleigh, N. C.
Pine State Creamery.....	T. P. Matthews, Box 426, Henderson, N. C.
Powers-Taylor Drug Co.....	G. A. Gurganus, c/o Co., Richmond, Va.
Powers-Taylor Drug Co.....	H. F. Miller, c/o Co., Richmond, Va.
Powers-Taylor Drug Co.....	Clyde K. Mustian, c/o Co., Richmond, Va.
Powers-Taylor Drug Co.....	D. J. Odom, Box 95, Morehead City, N. C.
Purepac Corp.....	Frank Stanley, 900 Clearvue Ter. S.W., Atlanta, Ga.
Read, E. B. & Sons Co.....	J. G. Barnette, Box 215, Charlotte, N. C.
Reese Chemical Co.....	Harold M. Pickett, 3567 Ola St., Jacksonville, Fla.
Schrafft Candies.....	J. B. Whitley, Jr., 3338 Hanover Ave., Richmond, Va.
Scott Drug Co.....	Oren H. Baucum, c/o Co., Charlotte, N. C.
Scott Drug Co.....	J. W. Bennick, c/o Co., Charlotte, N. C.
Scott Drug Co.....	Dan Busby, c/o Co., Charlotte, N. C.
Scott Drug Co.....	J. L. Fesperman, c/o Co., Charlotte, N. C.
Scott Drug Co.....	Carlos Fry, Carthage, N. C.
Scott Drug Co.....	I. E. Helm, c/o Co., Charlotte, N. C.
Scott Drug Co.....	H. O. Hovis, c/o Co., Charlotte, N. C.
Scott Drug Co.....	R. B. Julian, Box 571, Salisbury, N. C.
Scott Drug Co.....	A. S. McCord, c/o Co., Charlotte, N. C.
Scott Drug Co.....	L. C. Sappenfield, c/o Co., Charlotte, N. C.
Scott Drug Co.....	Walter Scott, c/o Co., Charlotte, N. C.
Scott Drug Co.....	J. A. Wolfe, c/o Co., Charlotte, N. C.
Searle & Co.....	F. Garland Coble, 901 Fairmont St., Greensboro, N. C.
Sharp & Dohme.....	W. P. Farthing, 4309 Chamberlayne Ave., Richmond, Va.
Sharp & Dohme.....	W. P. Rogers, 27 Farwood Ave., Asheville, N. C.
Sheaffer Pen Co.....	H. J. Farnsworth, 110 Arden Pl., Greensboro, N. C.
Smith, Dr. T. C. Co., Inc.....	C. R. Hinkle, 28 Wilshire Drive, Asheville, N. C.
Smith, Dr. T. C. Co., Inc.....	Stacy Smith, c/o Co., Asheville, N. C.
Smith, Dr. T. C. Co., Inc.....	W. H. Worley, Jr., c/o Co., Asheville, N. C.
Smith, Dr. T. C. Co., Inc.....	Norman F. Young, 36 Westover Dr., Asheville, N. C.
Smith Wholesale Drug Co.....	H. L. Johnson, 236 W. Park Ave., Spartanburg, S. C.
Smith Wholesale Drug Co.....	Morris S. Michael, 182 Dorchester Ave., Asheville, N. C.
Smith Wholesale Drug Co.....	Frank Milstead, 3331 Eastwood Dr., Charlotte, N. C.
Smith Wholesale Drug Co.....	A. C. Vickers, 187 Conn. Ave., Spartanburg, S. C.
Southern Dairies.....	Joe Beatty, 2205 Chesterfield Ave., Charlotte, N. C.
Southern Dairies.....	Luke Blackmer, c/o Co., Charlotte, N. C.
Southern Dairies.....	H. T. Collins, c/o Co., Albemarle, N. C.
Southern Dairies.....	Harold W. Diggett, 1411 Doughton St., Raleigh, N. C.
Southern Dairies.....	Jim Freeman, c/o Co., Charlotte, N. C.
Southern Dairies.....	Manley Hines, 1123 Guilford, Charlotte, N. C.
Southern Dairies.....	J. R. Hughes, c/o Co., Durham, N. C.
Southern Dairies.....	J. H. Isley, 801 Carolina Ave., Fayetteville, N. C.

Southern Dairies.....	R. Leon Kimball, 947 W. E. Blvd., Winston-Salem, N. C.
Southern Dairies.....	E. L. Kivett, Box 1108, Greensboro, N. C.
Southern Dairies.....	J. H. Laher, Jr., Box 1108, Greensboro, N. C.
Southern Dairies.....	John Matthews, c/o Co., Charlotte, N. C.
Southern Dairies.....	Bill Messick, c/o Co., Charlotte, N. C.
Southern Dairies.....	Sammy Roberson, c/o Co., Wilson, N. C.
Southern Dairies.....	E. G. Rufty, c/o Co., Salisbury, N. C.
Southern Dairies.....	H. G. Strom, 252 Patton St., Asheville, N. C.
Southern Dairies.....	Wm. H. Thomas, c/o Co., Rocky Mount, N. C.
Southern Dairies.....	R. E. Tucker, c/o Co., Charlotte, N. C.
Southern Dairies.....	R. L. Whitfield, c/o Co., Raleigh, N. C.
Southern Dairies.....	Bruce Wingate, c/o Co., Charlotte, N. C.
Squibb, E. R. & Sons.....	J. W. Harrell, 1917 Sunset Dr., Raleigh, N. C.
Squibb, E. R. & Sons.....	M. G. Morris, 315 Isabelle St., Greensboro, N. C.
Squibb, E. R. & Sons.....	Ray E. Weathers, 2310 Sprunt St., Durham, N. C.
Stanback Co.....	C. V. Barkley, c/o Co., Salisbury, N. C.
Stanback Co.....	T. Jim Matthews, c/o Co., Salisbury, N. C.
Stanback Co.....	F. J. Stanback, c/o Co., Salisbury, N. C.
Stanback Co.....	T. M. Stanback, c/o Co., Salisbury, N. C.
Sterling Drug Co.....	B. E. Hazard, Rt. No. 1, Box 2934, Charlotte, N. C.
Tilden Co., The.....	Walter D. Druen, 860 Victoria Ave., Lynchburg, Va.
Upjohn Co.....	B. F. Dover, P. O. Box 6083, Charlotte 7, N. C.
Upjohn Co.....	F. L. Furr, Box 963, Durham, N. C.
Upjohn Co.....	David W. Gamble, Southern Pines, N. C.
Upjohn Co.....	C. T. Woodward, 408 Hillside Drive, Greensboro, N. C.
Wampole Co., The.....	N. B. Moury, 1713 Rolling Rd., Greensboro, N. C.
Weco Products Co.....	G. E. Cory, 3600 Madison Ave., Greensboro, N. C.
White Laboratories, Inc.....	C. D. Andrews, 621 S. Mendenhall St., Greensboro, N. C.
Whitman's Candies.....	J. C. Baucom, Jr., 4216 Plaza Rd., Charlotte, N. C.
Whitman's Candies.....	F. Stanley Perry, 1061 Nichols Dr., Raleigh, N. C.
Winthrop-Stearns, Inc.....	W. C. Simmons, 27-G College Village Apts., Winston-Salem, N. C.
Wyeth, Inc.....	W. D. Pearce, 210 Pogue St., Raleigh, N. C.
Wyeth, Inc.....	D. J. Worley, 1916 Wilson St., Fayetteville, N. C.
Yardley.....	H. D. Vail, Box 2063, Charlotte, N. C.
Youngs Rubber Corp.....	Robert L. Blanton, Box 84, Charlotte, N. C.
Youngs Rubber Corp.....	A. C. Stewart, Box 484, Smithfield, N. C.
Life Membership.....	J. B. Bowers, 3401 Hawthorn, Richmond, Va.
Life Membership.....	J. R. Brownie, R.F.D. No. 4, Box 109, Norfolk, Va.
Life Membership.....	R. C. Cagle, Box 245, Rockingham, N. C.
Life Membership.....	J. Ben Coppedge, Fairview Rd., Raleigh, N. C.
Life Membership.....	C. T. Council, B. C. Remedy Co., Durham, N. C.
Life Membership.....	W. R. Dixon, 1405 E. Blvd., Charlotte, N. C.
Life Membership.....	R. W. Lowe, Chester, Va.
Life Membership.....	Phil Van Every, c/o Lance Inc., Charlotte, N. C.
Life Membership.....	W. L. Johnson, Gibson, N. C.
Life Membership.....	V. L. Toms, 3 S. Fourth St., Wilmington, N. C.

NORTH CAROLINA BOARD OF PHARMACY

May 1, 1952 - April 30, 1953

Members and Organization

COMMISSIONED BY HIS EXCELLENCY,
THE GOVERNOR OF NORTH CAROLINA

H. C. McAllister, Chapel Hill.....	Term expires April 28, 1954
R. N. Watson, Sanford.....	Term expires April 28, 1955
W. A. Gilliam, Winston-Salem.....	Term expires April 28, 1956
F. W. Dayvault, Lenoir.....	Term expires April 28, 1957
Roger A. McDuffie, Greensboro.....	Term expires April 28, 1958

President

W. A. Gilliam

Secretary-Treasurer

H. C. McAllister

Attorney

F. O. Bowman, Chapel Hill

Inspectors

T. H. May, Wake Forest

W. M. Storey, Raleigh

SEVENTY-SECOND ANNUAL REPORT
OF THE
NORTH CAROLINA BOARD OF PHARMACY

Submitted herewith is the annual report of the North Carolina Board of Pharmacy for the twelve months' period ending April 30, 1953, as provided by the requirements of Section 90-57 of the General Statutes of North Carolina.

MEETINGS

During the year, ten meetings of the Board were held. Two of these were regular meetings for the examination of candidates. The remaining eight were special meetings for the transaction of business. They were held on the following dates:

May 20, 1952.....	(Special)
June 16-19, 1952.....	(Exam)
July 15, 1952.....	(Special)
Sept. 16, 1952.....	(Special)
Oct. 21, 1952.....	(Special)
Nov. 18, 1952.....	(Special)
Jan. 20, 1953.....	(Special)
Feb. 17-19, 1953.....	(Exam)

Mar. 17, 1953.....	(Special)
Apr. 21, 1953.....	(Special)

EXAMINATION OF CANDIDATES

At the two examination meetings, fifty-three candidates were successful in passing and were registered. The following forty-two candidates were registered in June, 1952:

Jones Douglas Bain, Jr., Clayton
Jimmie Barnett, Henderson
Robert Hoyle Beason, Boiling Springs
Bruce Brooks Beddingfield, Clayton
James Edward Bennick, Charlotte
Baylus Cade Brooks, Fayetteville
Earl Triplett Brown, Leicester
Loy Ray Burris, Jr., Valdese
Leo Harrison Carter, Thomasville
Alec W. Clelland, Wake Forest
Henry Paul Cogdell, Goldsboro
Harold Vann Day, Spruce Pine
Aubrey Chester Dollar, Jr., Mt. Airy

Wyndham Stloe Dukes, Gibson
 Robert Brittain Fairley, Salisbury
 Keith Norman Fulbright, Guilford College
 John William Gresham, Beulaville
 William Cicero Griffin, Rose Hill
 Joseph Claxton Harris, Jr., Durham
 John Rollin Harrison, Charlotte
 Harry Lynn Hauss, China Grove
 William Donald Horton, N. Wilkesboro
 Willard Isaiah Herring, Clinton
 Richard Argyle Knight, Southern Pines
 Milton Beron Langston, Jr., Charleston, S. C.
 Thomas Dewitt Loritts (col.), Charlotte
 Larry Bikle McAllister, Durham
 Harry McCombs Mauney, Murphy
 William Kendell Minnick, Bristol, Va.
 John Lafayette Mullen, Huntersville
 Samuel Howard Price, Jr., Mooresville
 William Hurley Randall, Jr., Faleon
 Charles Adams Reaves, Asheboro
 Joe Neal Reese, Kannapolis
 Oscar Jackson Rodgers, Lancaster, S. C.
 Gilbert Clark Russell, Greensboro
 William Lewis Summey, Dallas
 Shirley Waters Swicegood, Pittsboro
 Lorna Mae Teare, Chapel Hill
 Charles Fleurnoy Turner, N. Augusta, S. C.
 Allene Marie Warren, Dunn
 John Henry Welborn, Lexington

The following eleven candidates were registered at the February, 1953, examination.

George Howard Anders, Winston-Salem
 George Harry Cocolas, Chapel Hill
 James Hugh Fletcher, Marion
 John Paul Friday, Shelby
 Carroll Crouse Graham, Burlington
 Clayburn Irvin Hawkins, Madison
 Cleborn Edward Kimsey, Chapel Hill
 Robert Walter Meschke, Chapel Hill
 John Doward Quick, Jr., Winston-Salem
 Victor Lee Riggsbee, Jr., Charlotte
 Glenwood Lee Williams, Dunn

REGISTRATION BY RECIPROCITY

During the period covered by this report, forty-three applications for reciprocal registration were accepted, and six were rejected. These six applicants did not submit satisfactory evidence that they met the requirements for registration in North Carolina. Those registered were as follows:

George Arthur Carpenter, May 20, 1952
 From South Carolina

Lee Roy Brandon, May 20, 1952
 From South Carolina
 Alfred Bernard Cheatham, June 8, 1952
 From Virginia
 Joseph Davis Blalock, June 30, 1952
 From South Carolina
 Willard Day Boyer, June 30, 1952
 From District of Columbia
 Bjorn Ahlin, July 3, 1952
 From South Carolina
 Gerald M. Stahl, July 8, 1952
 From Virginia
 Harry Lewis Carmel, July 15, 1952
 From Connecticut
 Percy John Starkey, July 15, 1952
 From Pennsylvania
 Flaud Kirby Smith, Jr., July 22, 1952
 From Mississippi
 Benjamin Sanford Klein, Aug. 5, 1952
 From Ohio
 Luther Alexander Sowell, Aug. 9, 1952
 From Georgia
 Lindsey Alwin Odom, Aug. 11, 1952
 From South Carolina
 Archie Martin Dean, Aug. 26, 1952
 From Georgia
 Frank R. Wells, Sept. 17, 1952
 From Ohio
 Johnnie Milton Holmes, Jr. (col.),
 Sept. 17, 1952
 From Louisiana
 Walter Conrad Hoffman, Sept. 17, 1952
 From Virginia
 Charles Ned Belton, Sept. 30, 1952
 From Georgia
 George Samuel Coble, Sept. 30, 1952
 From South Carolina
 David Oliva, Sept. 30, 1952
 From Illinois
 Leon Calvin Tomlinson, Sept. 30, 1952
 From Georgia
 Bertram Anthony Wurthmann, Oct. 20, 1952
 From South Carolina
 Benjamin Franklin Dover, Oct. 22, 1952
 From Georgia
 Warren Edward Crispens, Nov. 5, 1952
 From Maryland
 Lewis Carl Hankey, Nov. 18, 1952
 From Pennsylvania
 Eben Shaffer Caldwell, Nov. 18, 1952
 From Pennsylvania
 Carl Bon Gaddy, Dec. 1, 1952
 From South Carolina

Claude U. Paoloni, Dec. 8, 1952

From New Jersey

Dallas Wade Rueheln, Jan. 20, 1953

From Kansas

John Hubert Bius, Jan. 20, 1953

From Georgia

Garly Clarence Smith, Feb. 24, 1953

From Georgia

Simon Leroy Shultman, Jr., Feb. 27, 1953

From South Carolina

Pinckney Hugo Heaton, Jr., Feb. 27, 1953

From South Carolina

Mrs. Erma Derr, Feb. 27, 1953

From Ohio

Marion McGougan Bain, Mar. 6, 1953

From Tennessee

Arthur Clayton Kyser, Mar. 17, 1953

From Alabama

Roger Austin Smith, Mar. 17, 1953

From Virginia

Wm. Perry Peek, Jr., Mar. 31, 1953

From Georgia

Rufus Oglesby Harris, April 7, 1953

From South Carolina

Robert Neal Jennings, April 24, 1953

From Georgia

Garland Annis Page, April 24, 1953

From Alabama

Ernest Libby Foss, April 24, 1953

From Maine

Herbert Thomas Bishop, April 24, 1953

From West Virginia

PHARMACISTS REGISTERED IN OTHER STATES

BY RECIPROCITY

Twelve pharmacists from North Carolina have been registered in other states. No North Carolina applicants have been rejected by other states.

PHARMACISTS RE-REGISTERED

Twenty-three pharmacists have been re-registered during the period. They are as follows:

Charles H. Beddingfield, Jr.

David W. Bell, Jr.

Donald Leon Bennett

Bonnie C. Brown

George G. Buchanan

Herman E. Cain

Martin L. Cline

Charles L. Crawford

Fred G. Holt

Fred L. Hooper

William L. Johnson

Edward R. Kinard, Jr.

Kermit McNair

James Franklin Marchman

Jesse T. Morgan

Thomas Rand

Jefferson Reeves

Edwin H. Smith

Kenneth B. Spoon

W. Z. Tingen

Joseph W. Watson

James D. Williams

Fate M. Williamson (Mrs.)

PHARMACISTS REMOVED FROM REGISTERED
LIST BY REQUEST OR FAILURE TO RENEW

(Twenty (20) in Number)

Jacob Leroy Alderman

Walter Bryan Barker

Grover Howard Burke

Charles Michael Fox

Fred Max Grist

Louis Wellington Hart

John Gordon Howell

Winifred Arlington Huntley

Norman Walker Lynch

Felix Porter Meroney

John Lafayette Mullen

Lester Boyd Mullen

Roy Daniel Riggan

Robert Lacey Rimmer

Andrew Jefferson Sanders

Charles Walter Seithel

Claude Norman Smith

Percy John Starkey

Moses Fitzhugh Teague

Logan Nyal Womble, Jr.

In Memoriam

PHARMACISTS WHO HAVE DIED DURING THE YEAR (18)

William H. Bingham.....	Concord
Claude Lonnie Derrick.....	Greensboro
William S. Frieze.....	Concord
Patrick Grey Glass.....	Kannapolis
St. John Hart Hardwicke.....	Wake Forest
Oren R. Judy.....	Spartanburg, S. C.
Matthew Ivey Lasley.....	Winston-Salem
Daniel D. McCrimmon.....	Pittsboro
Alton B. McLeod.....	Kenly
Perry Jenkins Melvin.....	Roseboro
Henry Clay Newsome.....	Wilson
Edwin Nowell.....	Asheville
Wallace Patterson.....	Chapel Hill
Isaac Albert Shade (col.).....	Wilson
J. W. Streetman.....	Marion
Julius Albert Suttle.....	Shelby
William Z. Tingen.....	Charlotte
William R. Wilkins.....	Mocksville

ASSISTANT PHARMACISTS WHO HAVE DIED DURING YEAR (1)

Carl Whitaker Hales.....	Midway Park
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SUMMARY OF PHARMACISTS ON THE ACTIVE LIST

The total number of pharmacists in good standing on the Board Roster, April 30th were distributed as follows:

	Under 30	30-39	40-49	50-59	60-64	65-70	Over 70	Total
A. Total number of pharmacists in good standing on Board Roster	303	327	291	315	156	106	87	1585
B. Total number actively engaged in pharmaceutical pursuits (in state)	247	268	248	271	122	85	53	1293
1. In retail pharmacy	218	248	222	252	119	79	49	1187
a. as owners	16	50	94	99	49	31	17	356
b. as partners	26	83	71	72	24	21	7	304
c. as employees	176	115	57	81	46	27	25	527
2. In hospital pharmacy	16	12	8	5	0	1	1	43
3. In manufacturing and wholesale laboratories	0	0	3	7	0	3	1	14
4. As field representatives for wholesale and manufacturing firms	7	6	11	7	1	2	1	35
5. Teaching (and students) and government work	6	2	4	0	1	0	0	13
6. In miscellaneous pharmaceutical capacities	0	0	0	0	1	0	0	1
C. Total number who reside IN the state and are NOT engaged in pharmaceutical pursuits	11	13	8	17	20	15	32	116
1. Unemployed	0	3	0	1	1	0	1	6
2. Retired	0	0	1	9	9	8	29	56
3. Otherwise engaged	11	10	7	7	10	7	2	54
D. Number who reside OUT of state	45	46	35	27	14	6	3	176
E. Number in "B" who are women	24	14	2	2	0	0	0	47
Number in "A" who are women	46	24	4	5	0	0	0	77

EDUCATIONAL QUALIFICATION OF PHARMACISTS ACCORDING TO AGE

	Under 30	30-39	40-49	50-59	60-64	65-70	Over 70	Total
Qualifications of pharmacists in "B"								
Non-graduates	0	4	37	90	81	57	38	307
Graduates of 2 year courses	0	0	74	152	32	23	8	289
Graduates of 3 year courses	0	19	99	25	8	5	6	162
Graduates of 4 year courses	247	245	38	4	1	0	0	535
Total in "B"	247	268	248	271	122	85	52	1293
Qualifications of pharmacists in "A"								
Non-graduates	0	6	39	103	106	75	65	394
Graduates of 2 year courses	0	0	87	174	40	23	15	339
Graduates of 3 year courses	0	21	117	34	9	8	7	196
Graduates of 4 year courses	303	300	48	4	1	0	0	656
Total in "A"	303	327	291	315	156	106	87	1585

SUMMARY OF DRUG STORES REGISTERED

Based on the applications for the renewal of drug store permits and for original permits, the following drug stores have been registered:

Total number of pharmacies
in state 903

(a) Number classified as hospital
pharmacies 25

(b) Number classified as retail
pharmacies (drug stores) 878

These pharmacies (retail) are further classified as follows:

(1) Number serviced by
1 pharmacist 592

(2) Number serviced by
2 pharmacists 215

(3) Number serviced by 3 pharmacists	35
(4) Number serviced by 4 pharmacists	4
(5) Number serviced by 5 or more pharmacists	3
(6) Number serviced by permitted physicians	29

Those listed as hospital pharmacies are classified as follows:

(1) Number serviced by 1 pharmacist	17
(2) Number serviced by 2 pharmacists	6
(3) Number serviced by 3 pharmacists	2

The ownership of the retail pharmacies (permitted physicians excepted) is vested as follows:

Stores owned solely by pharmacists	407
Stores owned by pharmacists and non-pharmacists	232
Stores owned solely by non-pharmacists	210

These stores maintain business hours as follows:

Hours open per week

Under 60 Hours... 44	80-84165
60-64 65	85-89 94
65-69 70	90-94 64
70-74123	95-100 43
75-79151	Over 100 30

COMMENTS

The number of pharmacies and drug stores increased during the fiscal year by 25. This is the largest increase which has been made during any single year since detailed statistics have been kept. On May 1, 1953 there were 903 pharmacies operating in the State. Eight hundred seventy eight of these were retail pharmacies. The remaining 25 were hospital pharmacies. The increase of twenty-five is accounted for by 20 retail and 5 hospital pharmacies. There was a decrease of five in the number of retail drug stores operated under physician permits. The new pharmacies which have been opened for the most part have been in residential areas or in connection with shopping centers. It is

expected that this trend will continue as the shopping habits of the public are altered and new shopping centers and housing developments are created.

The total number of pharmacists engaged in retail practice on a full time basis increased by 28 during the fiscal year. There was a total increase on the active roster (those who keep their license on an active status) of 74. Slightly more than one third of these located in retail practice. The number of pharmacists in hospital practice increased from 29 to 43 or a total of 14.

The ratio of pharmacists to drug stores did not show the usual improvement which has been noted during the past several years. It remains at 1.36 pharmacists per pharmacy. If the stores being operated by "permitted physicians" are eliminated from the calculation, as they should be, the ratio is 1.40 pharmacists per pharmacy outlet. This figure represents a significant improvement over that of 1.15 which existed ten years ago. However, it still compares unfavorably with that of the nation as a whole which is 1.78 pharmacists per drug store.

There were approximately 14,294,000 prescriptions filled in the State last year. This is an increase of slightly more than one million prescriptions over the number filled during the preceding year. During the past two years the number has increased by about one million prescriptions per year, thereby reversing the trend which occurred during 1949 and 1950 when the number of prescriptions declined by about one-half million each year.

The importance of the pharmacist and the responsibilities of the Board in the protection of the health of the citizens of this State are quite apparent from the figures just quoted. New drugs and combinations of drugs continue to be marketed in large numbers by the pharmaceutical manufacturer. The research constantly being done by these manufacturers and by other research organizations assures that the people of this nation will enjoy in the future even better health and longer life and that our pharmacists will play even a more important role in the health of our citizens.

Events during the Legislature this past year have made it evident that some people in high places do not have a full apprecia-

tion of the significant role which the pharmacist plays in safeguarding the public health. These same events have served to show that some of our pharmacists also are either ignorant of their professional responsibilities or are willing to exploit the reputation of the profession for their own self interest. It is with much regret that we must make this observation. The lowering of the standards of practice of pharmacy would at best place us all in the role of mere technicians. The increasing restrictions placed upon the pharmacists in the distribution of drugs during the past ten years have failed to take into consideration the professional character of pharmacy and have tended to run roughshod over established professional custom with resulting unwarranted interference with professional prerogatives. Lowering of the standards of practice in pharmacy would most certainly invite stricter curtailment of the exercise of professional judgment. It is high time that the pharmacists of the State abandon their contentment with efforts to defeat unfavorable legislation and strike out on a program of constructive development.

The first step in such a program is that of self-preparation which can be accomplished by the acceptance of certain simple fundamental concepts:

1. A license to practice pharmacy is not a privilege license—it is a certificate of obligation; obligation to safeguard the public health in all matters pertaining to the distribution of drugs.

2. Responsibility for the proper discharge of this obligation must be assumed by the holder of every license to practice pharmacy.

3. The public will be protected only to the extent to which each pharmacist fulfills this charge.

The second step in this program is to provide means for the proper regulation of pharmaceutical practice. This consists not only of the clarification of our pharmacy laws which has been approved and authorized by this association, but also the display of a more active interest in the increasing control of the distribution of drugs at the national level.

To depart a moment from our purely local problems, experiences during the past sev-

eral years points toward more and more encroachment by the Federal Government on the regulative processes encountered in the practice of pharmacy. Without condemning or approving the extension of such power, it is felt that it is to the best interest of the profession that persons responsible for determining the policies governing the exercise of this power be appointed to the policy making body from the ranks of the profession.

Pharmacy in North Carolina is indeed fortunate to be a self-regulating profession. This is as it should be. However, we cannot expect to maintain this position unless we continually demonstrate an ability for unselfish and impartial self-regulation.

The third step in this projected program is the intelligent enforcement of the requirements surrounding the practice of pharmacy. During the past several years the Board of Pharmacy has undertaken a program of stricter law enforcement. Most pharmacists are familiar with the accomplishments of this undertaking. There are others, however, who have misconceptions of what the Board has been doing. Much of this misunderstanding has been gained honestly as a result of the distribution of half-truths and outright misstatements. Evidence of this comes to the attention of the Board at each of its monthly meetings.

In order to further inform our pharmacists of the problems confronted by the Board and of the means used in attempting a solution of these problems, a plan was adopted some months ago of inviting members of the profession to attend the Board meetings as observers. These pharmacists have been chosen at random from the various sections of the State. Since this plan was inaugurated there have been 32 persons to attend. Most have expressed amazement at the number and variety of problems which confront the Board. The account of one of the visitor's impressions appeared in THE CAROLINA JOURNAL OF PHARMACY. The Board believes that the pharmacists are obligated to know more about the functions of their governing body and intends to continue these invitations in the future. Obviously it is impossible to have all of the pharmacists attend within any reasonable length of time. It is hoped, therefore, that

any pharmacist who would like to attend one of these meetings of the Board will communicate that desire to the Board.

The fourth point in this program of development should be the concerted effort of all of us to see that funds are provided for the enlargement of the School of Pharmacy. At this time last year it was felt that an appropriation of funds for this need was assured. All are familiar with what happened. The general opinion among the legislators was that this need had not been properly explained to them in sufficient time to be included in the budget report. Last year it was suggested that every pharmacist contact his legislator and explain our requirements as they relate to pharmacist replacements and the inability of the school to meet these requirements. This year we should like to emphasize the necessity of doing so if we are to get any relief from the situation.

During the past several years we have been registering only a few less pharmacists by reciprocity than have been registered by examination. We are pleased to have these men from other states. However, there are many boys and girls from our own state who would like to pursue careers in pharmacy but who are denied this opportunity by virtue of their inability to gain admission to the School of Pharmacy. The dean and faculty of the school are doing a splendid job with the facilities they have to work with, but the school simply cannot be expanded further without an increase in these facilities.

The fifth point of the recommended program is a plan of inter and intra professional relationship. It is with much satisfaction that we have noted the apparently spontaneous springing up of local organizations of pharmacists. It appears that the programs of these organizations have been devoted largely to professional topics. We also note with interest the success of those meetings which were held in conjunction with members of the other health professions. It is believed that the promotion of this plan can do as much as any one thing to solve some of the problems confronting the profession. It is recommended that you support these movements where they now exist and where they may be started in the future.

During the fiscal year immediately past, the inspection work has been carried on very much the same as in previous years. The reports of our inspectors will give you the details of what has been done and are as follows:

REPORT OF THOS. H. MAY

To the Members of the North Carolina Board of Pharmacy:

I have the honor to submit herewith my report and summary of inspection covering the year from April 30, 1952 to May 1, 1953.

During this period I made 1245 inspections of establishments and 360 miscellaneous calls and investigations in 401 towns and villages, classified as follows:

Retail Drug Stores	1095
Wholesale Drug Companies	7
Soda Shops	48
Physicians Offices, Clinics	59
Hospitals	30
Grocery Stores	6
Miscellaneous	360

This makes a total of 1605 inspections and investigations.

During the year I did not cover the entire State, but the greater portion of it, and found little difference in the general picture, east or west.

The aggressiveness shown in modernization of retail drug stores is very outstanding and applies to the smaller stores as well as the larger stores.

Hospital pharmacies continue to increase and expand somewhat parallel to the advanced and definite demands of our people of the State for expansion and modernization of medical and pharmaceutical facilities.

We still have a great number of hospitals in the State with stock of drug rooms maintained or stocked with Ward use materials, barbiturates, etc., which appear to be kept under lock and key and handled by the medical staff specified by charts.

The increased number of calls on physicians, clinics and hospitals during the year is, in part, due to the continuous flow of increased interest in the co-work of pharmacy and allied medical professions to best serve the public health and safety.

Our monthly Board meetings continue to

generate increased volume of interest and better understanding throughout the State, in the dispatch of the problems and business scheduled for these meetings relative to operation and pharmacy law enforcements, which is only one phase of the almost countless services rendered in the best interest of the profession.

In conclusion I wish to thank the members of the Board of Pharmacy and office personnel for their excellent help and support and Mr. Storey for his good assistance.

Respectfully submitted,

Thomas H. May

REPORT OF MR. WILLIAM M. STOREY

To the Members of the North Carolina Board of Pharmacy:

Herewith is submitted my report covering the period of May 1, 1952 through April 30, 1953.

During the past year I have made a total of 619 calls in 143 cities and towns in the State of North Carolina. The greater part of this work was done in the cities and towns of western North Carolina, but some calls were made in eastern North Carolina also. These calls were made as follows:

Retail Drug Stores	471
Wholesale Drug Companies	3
Soda Shops	23
Physicians	8
Hospitals	7
Grocery Stores	16
Manufacturers	2
Special Calls	89
Total	619

The total number of calls this year is somewhat less than last year, however this is due to the fact that the increased number of special calls have consumed much more time, and also due in large part to this being a legislative year.

Respectfully submitted,

William M. Storey

As a result of complaints registered with the Board or of irregularities found by our inspectors, 33 persons have met with the Board for the discussion of the complaints registered against them. All of these cases with one exception were satisfactorily set-

tled without resort to the courts. It is believed that the policy of requesting persons against whom complaints have been lodged to meet with the Board for a discussion of the matter is a sound method of handling irregularities and results in violations being corrected without undue publicity in the public press. It is believed that unfavorable publicity about any pharmacist tends to cast a reflection on the entire profession. The Board has yet to learn of any person who has appeared before it on a disciplinary matter who did not feel that he had received fair treatment. On the contrary, many have written to express satisfaction with the manner in which their case was handled.

FINANCIAL REPORT

(See Audit Report—Page 525)

There are two items with regard to finances that deserve mention here. It will be noted that there was a deficit incurred this year of slightly over \$2,000.00. This compares with the deficit of about \$5,000.00 last year. The reduction in the deficit was accomplished by an increase of \$1,000.00 in revenue and a reduction in total expenditures of the Board of \$2,000.00 this year. This is the last year we should experience a deficit for some time to come. During the last session of the General Assembly, the fees for the renewal of pharmacist's and assistant pharmacist's licenses was changed from \$5.00 to \$10.00 and the fee for the renewal of drug store permits from \$10.00 to \$15.00. All other permits and licenses remained the same. These changes in fees should increase the total revenue of the Board by about \$12,000.00 annually. These additional funds will not only overcome the deficit which has been incurred each year but also enable the Board to expand its inspection force to the normal compliment as well as meet the other deficiencies in its operation.

The pharmacists of the State are to be congratulated on the full support given these fee changes. In the final analysis this is an investment for the protection of the people's health. For this unselfish generosity the pharmacists are due a debt of gratitude.

This report is respectfully submitted,

H. C. McAllister,

Secretary-Treasurer

**REPORT ON AUDIT
OF
NORTH CAROLINA BOARD OF PHARMACY**

CHAPEL HILL, N. C.

May 1, 1952 to April 30, 1953

OFFICERS AND BOARD MEMBERS

W. A. GILLIAM, President.....	Winston-Salem
FRANK W. DAYVAULT.....	Lenoir
ROGER A. McDUFFIE.....	Greensboro
R. N. WATSON.....	Sanford
H. C. McALLISTER, Sec.-Treas.....	Chapel Hill

RAYMOND L. PRICE

Certified Public Accountant

609 Commercial Building

Raleigh, N. C.

May 11, 1953

To the Officers and Members of the
North Carolina Board of Pharmacy

Gentlemen:

Pursuant to engagement, we have audited the financial records of Mr. H. C. McAllister, Secretary & Treasurer of the North Carolina Board of Pharmacy, for the period from May 1, 1952 to April 30, 1953 and the attached statement of Cash Receipts and Disbursements presents a summary of operations for the fiscal year.

All Receipts entered on the Cash Book were traced to the bank. Disbursements for the fiscal year were made for apparently proper purposes and are supported by signed checks, receipted bills, etc.

The balance on Hand at April 30, 1953 consists of the following:

Cash on Hand:

The Bank of Chapel Hill.....	\$ 7,808.77	
Cash in Safe: Petty Cash.....	3.36	\$ 7,812.13

Investments:

U. S. Treasury Bonds (2½%).....	5,000.00
Total Balance April 30, 1953.....	<u>\$12,812.13</u>

The Cash in Bank was reconciled and verified. Cash in Safe was counted. The five U. S. Treasury Bonds of \$1,000.00 each were inspected.

The fidelity bond for the Secretary & Treasurer, in the amount of \$5,000.00, has been continued. A fire insurance policy on office equipment, in the amount of \$2,500.00, was examined.

The records are in excellent condition and no difficulty was experienced in preparing this statement therefrom. During the progress of the examination all books, records and papers were placed at our disposal and every assistance rendered and courtesy extended that would facilitate our work.

Respectfully submitted,

[Signed] R. L. PRICE,

Certified Public Accountant.

RLP:FMB

North Carolina Board of Pharmacy, Chapel Hill, N. C.

CASH RECEIPTS AND DISBURSEMENTS

May 1, 1952 to April 30, 1953

RECEIPTS

Pharmacist Renewal Licenses.....	\$ 7,760.00
Assist. Pharmacist Renewal Licenses.....	135.00
Physician Registration	10.00
Physician Renewal Licenses	145.00
Pharmacist Re-registrations	240.00
Assistant Pharmacist Re-registrations	10.00
Examination Fees	815.00
Reciprocal Registrations	1,100.00
Drug Store Permits—Original	1,450.00
Drug Store Permits—Renewals	8,830.00
Drug Store Re-registrations	125.00
Duplicate Certificates	20.00
Sale of Poison Registers	154.07
Certification of Grades	12.00
Sale of Supplies	86.30
Returned Checks Collected	78.00
Interest on Investments	250.00
Overpayments	25.00
Court Costs Recovered	207.00
All Other	31.90
<i>Total Receipts</i>	<u>\$21,484.27</u>
Balance May 1, 1952.....	14,843.60
Total Receipts and Balance.....	<u>\$36,327.87</u>

North Carolina Board of Pharmacy, Chapel Hill, N. C.

CASH RECEIPTS AND DISBURSEMENTS

May 1, 1952 to April 30, 1953

DISBURSEMENTS

Exhibit "A"

Salaries:

Secretary and Treasurer	\$ 5,341.41	
Office Assistants	2,950.83	\$ 8,292.24

Office Expense:

Rent	612.00	
Telephone	191.33	
Supplies	221.44	
Postage	391.97	
Equipment	387.85	
Printing	736.70	
All Other	48.19	\$ 2,589.48

Inspection Expense:

Salaries	5,400.00	
Travel	3,192.57	
Attorney Fees, Court Costs, Etc.....	465.00	9,057.57

Board Meetings:

Per Diem \$870.00 Expense \$922.46.....	1,792.46	
Examination Material	61.29	\$ 1,853.75

Miscellaneous Expense:

Audit	85.00	
Overpayments Refunded	64.50	
Bank Service Charges	33.88	
Expenses: Attending National Meetings.....	267.08	
Dues	45.00	
Lettering Certificates	191.55	
Insurance	150.00	
Publishing Annual Report	387.50	
Audit Reports	71.00	
Bond Premium	20.00	
Returned Checks	89.50	
Retirement & Insurance	231.75	
All Other	85.94	\$ 1,722.70

<i>Total Disbursements</i>		\$23,515.74
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Balance April 30, 1953

The Bank of Chapel Hill.....	7,808.77	
Cash in Safe	3.36	
Investments: U. S. Bonds	5,000.00	\$12,812.13

<i>Total Disbursements and Balance</i>		\$36,327.87
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List of Registered Pharmacists

(Revised July 1, 1953)

The registration number immediately precedes the name of the pharmacist. The state of original registration appears in () after the names of those pharmacists registered by reciprocity. The year immediately preceding the location of the pharmacist is the year of registration.

Please notify the Secretary promptly of any errors or change in address.

A

1344. Abernethy, J. G. 1907 Elkin
 2161. Adair, W. H. (Ala.) 1924 Roxboro
 1429. Adams, E. C. 1908 Gastonia
 2207. Adams, E. E. 1924 Linecolnton
 3496. Adams, J. W. 1951 Asheville
 2503. Adams, W. J. 1929 Bryson City
 2653. Adams, W. R. 1933 Carolina Beach
 3357. Adelson, I. (Va.)
 1950 Newport News, Va.
 3068. Adelson, I. N.
 1944 Albuquerque, N. M.
 2974. Adkinson, N. F. 1941 Avondale
 3518. Agnew, Ruth Elizabeth (Ga.)
 1951 Charlotte
 3590. Ahlin, Bjorn (S.C.) 1952 Sylva
 1784. Aiken, J. H., Jr. 1914 Asheville
 1874. Aiken, L. W. 1916 Asheville
 3181. Albright, G. B., Jr. 1947 Salisbury
 1887. Allen, C. H. 1916 Winston-Salem
 1838. Allen, H. H. 1915 Cherryville
 3027. Allen, H. H., Jr. 1943 Cherryville
 2865. Allen, J. W. 1939 Charlotte
 3454. Allen, R. E. 1951 Shelby
 2707. Allen, W. D. (Va.) 1936 Morganton
 3455. Allen, W. F. 1951 Stanley
 2937. Allgood, W. W. 1941 Roxboro
 3360. Allgood, J. M. 1950 Greenville
 2552. Allison, J. B. (Ga.)
 1930 Lancaster, S. C.
 2162. Alston, M. J. (Tenn.) (col.)
 1923 Greensboro
 3619. Anders, G. H. 1953 Salisbury
 3280. Anderson, E. R., Jr. 1949 High Point
 1605. Anderson, J. M. 1911 New Bern
 2470. Andes, G. E. (Va.) 1929 Wadesboro
 1346. Andrews, C. McD. 1907 Burlington
 1702. Andrews, J. P. 1913 Winston-Salem
 1739. Andrews, R. H. 1914 Burlington
 1906. Andrews, W. T. 1917 Reidsville
 2625. Andrews, W. A. 1932 Louisburg

3210. Applebaum, I. I. (Ky.)
 1947 Louisville, Ky.
 2115. Armstrong, W. E. (col.)
 1922 Rocky Mount
 2654. Arnold, B. D. 1933 Raleigh
 2048. Arps, E. G. 1921 Plymouth
 1864. Arps, P. M. 1916 Jacksonville
 2471. Artice, A. R. (Pa.) (col.)
 1928 Newport News, Va.
 999. Ashford, A. J. 1901 Kinston
 3415. Atkinson, M. J. (S. C.)
 1950 Fair Bluff
 3163. Aull, Betty H. (Mrs. A. H.)
 1947 Kannapolis
 2449. Austin, B. N. 1928 W. Jefferson
- ## B
2212. Bain, J. D. 1924 Clayton
 3548. Bain, J. D., Jr. 1952 Clayton
 3630. Bain, M. McG. 1953 Smithville, Tenn.
 2216. Baker, E. R. (col.) 1924 Wilson
 3329. Baker, J. H. 1950 Mount Airy
 2371. Baker, J. L. 1927 Nashville
 2051. Baker, W. P. 1921 Raeford
 2499. Ballanee, G. H. 1929 Alexandria, Va.
 3519. Banner, R. D. (Kan.)
 1951 Spruce Pine
 2405. Barbour, J. P. 1927 Burlington
 2573. Barefoot, L. G. 1931 Asheville
 2377. Barger, C. N. 1927 Oakboro
 3117. Barnes, H. J. (Miss.)
 1946 Portsmouth, Va.
 3456. Barnett, Frank, Jr. 1951 Henderson
 3549. Barnett, J. 1952 Henderson
 2462. Barnhardt, M. R. 1928 Roekwell
 1676. Barnhill, W. L. 1912 Wilson
 1959. Barrett, R. E. 1917 Burlington
 2912. Barringer, H. A. 1940 Concord
 3494. Barton, W. H. (Ga.) 1951 Greensboro
 2818. Basart, J. M. 1938 Greenville
 1229. Baucum, A. V. 1905 Apex
 3041. Beam, W. G. 1944 Chatham, Va.
 3550. Beason, R. H. 1952 Boiling Springs
 3013. Beavans, S. C. 1943 Enfield
 3116. Beck, A. L., Jr. (S. C.)
 1946 Hendersonville
 3162. Beck, Q. H. (S. C.)
 1947 Hendersonville
 3151. Beek, W. C. (S. C.)
 1946 Hendersonville
 3551. Beddingfield, B. B. 1952 Kenly

1904. Beddingfield, C. H. 1917 Clayton
 3073. Beddingfield, C. H., Jr. 1945 Clayton
 1729. Beddingfield, E. T. 1913 Clayton
 2571. Bell, D. W., Jr. 1931 Akron, Ohio
 1685. Bell, F. R. 1912 Beaufort
 2551. Bell, H. C. 1930 Gastonia
 2725. Bell, L. R. 1936 Tarboro
 3602. Belton, C. N. (Ga.)
 1952 Mt. Airy
 2458. Bender, W. M. K. 1928 Fayetteville
 3361. Bennett, D. L. 1950 Albemarle
 1638. Bennett, K. E. 1912 Bryson City
 3552. Bennick, J. E. 1952 Concord
 1891. Benson, E. S. 1916 Wilmington
 3281. Benson, H. O. 1949 Robbins
 767. Bernard, Germain 1894 Durham
 3330. Beskid, C. J. 1950 Columbia, S. C.
 2128. Best, J. H. 1923 Greensboro
 1719. Betts, J. A. 1913 Lumberton
 3109. Bewan, J. W. (Fla.) 1945 Miami, Fla.
 2253. Biddy, O. D. 1925 Brevard
 1450. Biggs, J. W. 1909 Williamston
 3004. Biggs, J. W. S. 1942 Greenville
 1282. Biggs, W. H. 1905 Williamston
 3248. Gigham, J. H. (S. C.) 1948 Charlotte
 2688. Bigham, R. H. 1935 Lexington
 1640. Birmingham, J. S. 1912 Hamlet
 2958. Bishop, H. L. 1941 Asheville
 3638. Bishop, H. T. (W. Va.)
 1953 Wilmington
 2135. Bissette, P. B. (Va.) 1923 Wilson
 3186. Bissette, P. B., Jr. 1947 Wilson
 3614. Bius, J. H. (Ga.) 1953 Raleigh
 2002. Bizzell, H. L. 1920 Charlotte
 2044. Black, B. B. 1921 Kannapolis
 3187. Black, Eleanor Holden (Mrs. S. N.)
 1947 Ormond Beach, Fla.
 2454. Black, F. L. 1928 Charlotte
 2408. Black, O. R. (Ariz.)
 1927 Bessemer City
 3009. Black, Samuel (Fla.)
 1942 Hendersonville
 3074. Black, S. N. 1945 Ormond Beach, Fla.
 3277. Blackmore, N. J. (Ind.)
 1949 Columbia, S. C.
 2340. Blades, M. W. 1926 Apex
 3546. Blalock, J. D. (S. C.) 1952 Greenville
 3647. Bland, J. F. 1953 Lexington
 2337. Blanton, C. D. 1926 Kings Mountain
 3648. Blanton, C. D., Jr.
 1953 Kings Mountain
 2977. Blower, Anna Burks (Mrs. E. R.)
 1941 Akron, Ohio
 2324. Blue, D. A. 1926 Carthage
 1824. Boaz, R. J. 1915 Kenansville
 1980. Bobbitt, A. B. 1919 Winston-Salem
 2671. Bobbitt, H. F. 1934 Glen Alpine
 2517. Bobst, H. R. (N. J.) 1930 Brevard
 3118. Boger, R. A. (Ga.) 1946 New Bern
 2409. Bolinger, C. E. (Ga.) 1927 Asheville
 2575. Bolton, R. B. 1931 Rich Square
 1721. Bonner, Brem 1913 Granite Falls
 1231. Boone, D. L. 1905 Durham
 3042. Boone, W. T. 1944 Greenville
 2708. Booth, G. D. (S. C.) 1936 Durham
 3014. Borders, M. L., Jr. 1943 Lumberton
 3649. Bostian, T. R. 1953 Kannapolis
 3423. Boulware, R. H. (S. C.)
 1951 Charlotte
 3331. Bowers, J. C. 1950 Lincolnton
 2828. Bowman, C. E. 1938 Conover
 1943. Boyce, J. B., Jr. 1915 Warrenton
 2845. Boyd, S. B. 1939 Mt. Olive
 3450. Boyd, W. T. (Wyo.) 1951 Reidsville
 3547. Boyer, W. D. (D. C.)
 1952 Silver Spring, Md.
 3362. Boyles, J. H. 1950 Atlanta, Ga.
 1395. Bradley, J. P. 1908 Lillington
 2384. Bradshaw, E. L. 1927 Kinston
 1619. Brady, C. A. 1911 Newton
 2650. Brame, M. M. 1933 N. Wilkesboro
 2772. Brame, P. A. 1937 N. Wilkesboro
 2959. Brame, R. M., Jr. 1941 N. Wilkesboro
 3544. Brandon, L. R. (S. C.)
 1952 Hildebran
 933. Brantley, J. C. 1899 Raleigh
 2534. Brantley, J. C., Jr. 1930 Raleigh
 1786. Brantley, P. C. 1914 Wendell
 3259. Brantley, W. C. 1949 Wilmington
 3271. Brauer, Evelyn S. (Mrs.)
 1949 Jersey City, N. J.
 3069. Brecht, E. A., Jr. 1944 Chapel Hill
 1393. Bretsch, Albert 1908 Southern Pines
 3028. Brewer, Mary H. (Mrs. William)
 1943 Pink Hill
 1781. Brewer, S. O. 1914 Durham
 3031. Brewer, S. O., Jr. 1943 Durham
 1318. Bright, C. R. 1906 Dallas, Texas
 3225. Brinkley, C. S. 1948 Charlotte
 2636. Brison, J. E. (S. C.) 1933 Gastonia
 2021. Brison, S. P. (S. C.) 1920 Belmont
 3488. Brisson, Edward (S. C.)
 1951 St. Pauls
 3427. Brisson, L. C. 1951 Fayetteville
 2113. Bristow, E. B. 1922 Rockingham
 3135. Britt, G. H. 1947 Raleigh
 3203. Britt, L. E. 1947 Kinston
 3650. Britt, R. T. 1953 Wilmington

3276. Britt, W. O., Jr. (Ga.) 1949 Shelby
 2461. Brodie, T. L. 1928 Burlington
 3553. Brooks, B. C. 1952 Fayetteville
 2063. Brooks, F. G. 1921 Siler City
 3124. Brooks, H. R. 1946 Goldston
 3363. Brookshire, J. E. 1950 Winston-Salem
 2208. Brookshire, L. P. 1924 Asheville
 3015. Brookshire, L. B. 1943 Asheville
 3428. Brothers, A. E. 1951 Elizabeth City
 2574. Brown, B. C. 1931 Wilmington
 3089. Brown, C. G. (Ga.)
 1944 Roanoke, Ala.
 3554. Brown, E. T. 1952 Chapel Hill
 3190. Brown, Ellen M. (Mrs. Wm. C.)
 1947 Greensboro
 3157. Brown, J. H. (Ga.) 1946 China Grove
 1688. Brown, J. K. 1912 Greenville
 3019. Brown, Mary G. (Mrs. J. W.)
 1943 Asheville
 3226. Brown, W. C. 1948 Greensboro
 2913. Browning, A. C. 1940 Greensboro
 1394. Browning, B. H. 1908 Littleton
 2501. Browning, D. B. 1929 Kinston
 1590. Browning, H. R. 1911 Wilson
 3643. Bruce, E. W. (S. C.) 1953 Charlotte
 2853. Bruce, T. M. 1939 Hot Springs
 3354. Brunner, E. J. (Wise.)
 1950 Childress, Texas
 2316. Bryan, R. B. 1926 Belmont
 1200. Bryan, W. D. 1904 Tarboro
 3498. Bryant, Alvin 1951 Durham
 2645. Buchanan, E. W. 1933 Greensboro
 2808. Buchanan, E. C. 1938 Kinston
 2352. Buchanan, G. G. 1926 Greensboro
 2676. Buchanan, R. A. 1934 Greensboro
 3642. Buchner, J. J. (S. C.)
 1953 Blacksburg, S. C.
 1977. Buffaloe, J. M. 1919 Raleigh
 1284. Buhmann, Walter 1905 Asheville
 2779. Bullard, R. E. 1937 Fayetteville
 2709. Bullock, Clifton (Conn.)
 1935 Henderson
 2651. Bunch, L. E. 1933 Goldsboro
 2745. Bunn, R. S. 1936 Elizabeth City
 3115. Burgence, W. H. (S. C.)
 1946 Albemarle
 2259. Burgiss, T. R. 1925 Sparta
 2789. Burlage, H. M. (Wash.)
 1937 Austin, Texas
 1612. Burnett, B. J. (Colo.)
 1911 Rocky Mount
 1650. Burnett, J. P. 1912 Whitakers
 3016. Burnett, J. P., Jr. 1943 Rocky Mount
 2858. Burris, L. R. 1939 Valdese
 3555. Burris, L. R., Jr. 1952 Valdese
 3228. Burrus, B. M. 1948 Canton
 2165. Burrus, S. B. (Ga.) 1923 Canton
 2544. Burt, M. S. 1930 Durham
 1681. Burwell, W. A. 1912 Raleigh
 3526. Busbee, J. A. (S. C.)
 1951 Rockingham
 3520. Bush, B. E. (Ga.)
 1951 Ft. Lauderdale, Fla.
 1872. Butler, A. B. 1916 Clinton
 3008. Butler, Josephine E. (Mrs. G. B.)
 1942 Gainesville, Fla.
 2450. Bynum, C. W. 1928 New Bern
 1097. Byrd, Clement 1903 Wilmington
- C
2914. Cable, M. LeR. 1940 Asheville
 2225. Cagle, C. V. (Ga.) 1924 Greensboro
 2473. Cain, C. M. (S. C.) 1929 Henrietta
 2136. Cain, H. E. (S. C.) 1929 Lenoir
 2050. Cain, L. D. 1921 Charlotte
 3282. Caldwell, E. G. 1949 Lumberton
 2866. Caldwell, E. L. (col.)
 1939 Martinsville, Va.
 3610. Caldwell, E. S. (Pa.) 1952 Spindale
 2292. Caldwell, P. L. (Ga.) 1925 Kinston
 2018. Callahan, E. F. (S. C.) 1920 Durham
 3364. Callahan, Virginia L. (Mrs.)
 1950 Winston-Salem
 2637. Cameron, W. L. (S. C.) 1933 Carthage
 3651. Campbell, C. C. 1953 Maiden
 2962. Campbell, E. G., Jr. 1941 Tarboro
 2219. Campbell, F. E. 1924 Hamlet
 1894. Campbell, H. T. 1916 Maiden
 3260. Campbell, Lena Silver
 1949 Sidney, Ohio
 1955. Campbell, R. B. 1917 Taylorsville
 3652. Campbell, R. B., Jr.,
 1953 Taylorsville
 2198. Campbell, T. N. (col.)
 1924 Fayetteville
 3051. Canaday, M. S. 1944 Four Oaks
 1706. Canaday, R. C. 1913 Four Oaks
 1837. Canaday, W. H.
 1915 Wichita Falls, Tex.
 3125. Canipe, J. C., Jr. 1946 Asheville
 3246. Cannon, C. C. (S. C.) 1948 Durham
 2823. Capps, E. U. 1938 Ahsoskie
 2502. Cardell, J. C. 1929 Lenoir
 3592. Carmel, H. L. (Conn.)
 1952 Fayetteville
 3543. Carpenter, G. A. (S. C.)
 1952 Black Mountain

3641. Carroll, G. L. (S. C.)
1953 Wilmington
2617. Carroll, W. W. 1932 Dunn
3499. Carson, Barbara B. (Mrs.)
1951 Gainesville, Fla.
2331. Carswell, A. P. 1926 Durham
3017. Carswell, J. H. 1943 Chapel Hill
2043. Carswell, R. F. 1921 Winston-Salem
3556. Carter, L. H. 1952 Thomasville
3457. Carter, R. E., Jr. 1951 Wilmington
1232. Carter, Samuel 1905 Salisbury
1659. Carter, Stamey 1912 Kannapolis
3084. Caruthers, M. R. 1945 Haw River
3458. Cash, W. D. 1951 Chapel Hill
1787. Cassel, A. S. 1914 N. Wilkesboro
3142. Casteel, J. R. (W. Va.)
1946 Durham
3247. Cates, L. R. (S. C.)
1948 Blacksburg, S. C.
1839. Caton, E. J. 1915 Ferrum, Va.
2900. Caudill, AltaJane H. (Mrs. J.)
1940 Elizabethton, Tenn.
3365. Caudill, Jane B. (Mrs.)
1950 Lynchburg, Va.
3164. Caudle, Lexie V. 1947 Winston-Salem
2831. Causey, J. H. 1938 Valdese
3283. Cavanaugh, S. MacD. 1949 Rose Hill
2131. Cecil, A. C. 1923 High Point
2326. Champion, H. C. 1926 Kannapolis
2274. Champion, H. O. 1925 Waynesville
2555. Chandler, E. O. (Va.) 1930 Leaksville
3429. Chandler, J. W. 1951 Draper
2920. Chandley, A. B. 1940 Asheville
1348. Chapman, D. S. 1907 Durham
2744. Chapman, H. C. 1936 Durham
1775. Chappell, J. C. 1914 Raleigh
3545. Cheatham, A. B. (Va.)
1952 Wilmington
1945. Cheek, G. B. 1917 Charlotte
1453. Cherry, J. L. 1909 Charlotte
1562. Cherry, W. C. 1910 High Point
1960. Chesnutt, J. M. 1917 Clinton
2711. Civil, J. K. (S. C.) 1935 Charlotte
2683. Clapp, E. B. 1934 Newton
2668. Clark, C. B., Jr. 1934 Williamston
2978. Clark, G. E. 1941 Warsaw
2680. Clark, S. G. 1934 New Bern
2341. Clark, W. A. 1926 Lynchburg, Va.
3430. Claus, Jacqueline L. 1951 Durham
2392. Clayton, A. W., Jr. 1927 Durham
3229. Claytor, D. D. 1948 Greensboro
3557. Clelland, Alee W., Jr.,
1952 Fayetteville
2205. Cline, C. E. 1924 Leesville, La.
1999. Cline, F. H. 1920 Charlotte
2649. Cline, M. L. 1933 Winston-Salem
3459. Clodfelter, W. A., Jr. 1951 Asheboro
2976. Cloer, P. L. 1941 Lenoir
3492. Cloer, R. A. (Ga.) 1951 Murphy
2042. Cobb, J. L. 1921 High Point
3353. Cobb, T. E. (Ala.) 1950 Charlotte
3603. Coble, G. S. (S. C.) 1952 Laurinburg
2608. Coble, J. C. 1932 Greensboro
2747. Cochrane, A. L., Jr. 1936 Jackson
3620. Cocolas, G. H. 1953 Chapel Hill
3500. Coffee, H. M. 1951 Thomasville
3558. Cogdell, H. P. 1952 Goldsboro
3653. Cole, A. F., Jr. 1953 Raeford
2226. Cole, T. R. (Ga.) 1924 Sanford
1563. Coleman, H. G. 1910 Durham
2886. Colina, G. D. (S. C.) 1940 Charlotte
3091. Collette, R. W. (S. C.)
1945 Mocksville
3085. Collier, H. B. 1945 Asheville
3366. Collier, W. T. 1950 Chapel Hill
3284. Collins, B. F., Jr. 1949 Greensboro
3288. Collins, Doris M. (Mrs.)
1949 Greensboro
3460. Collins, R. E. 1951 La Grange
1484. Compton, J. W. 1909 Salisbury
2542. Connell, J. P. B. 1930 Henderson
1981. Cooke, D. B. (Tenn.) (col.)
1919 Weldon
1165. Cooke, H. M. 1904 Salisbury
2876. Cooke, H. M., Jr. 1939 Winston-Salem
1900. Copeland, R. R. 1916 Ahoskie
1667. Coppedge, J. B. 1912 Raleigh
3107. Corbett, Muriel U. (Mrs.)
1945 Smithfield
2098. Corbitt, A. R. (W. Va.)
1922 Charlotte
2777. Cornwell, A. H. 1937 Lineolnton
2669. Cornwell, G. T. 1934 Morganton
3075. Corwith, F. H.
1945 Southampton, N. Y.
1431. Costner, B. P. 1908 Lineolnton
1320. Council, C. T. 1906 Durham
3140. Cowan, W. L. (S. C.)
1946 Forest City
1452. Cox, M. H., 1909 Asheville
2138. Cox, R. O. (Mich.)
1923 Winston-Salem
2925. Cox, Rupert 1940 Pilot Mountain
3252. Craft, R. E. (S. C.)
1948 Gastonia
2825. Craig, L. B. 1938 Aberdeen
3640. Craig, W. D., Jr. (S. C.)
1953 Charlotte

2276. Craig, W. F. 1925 Charlotte
 715. Cranmer, J. B., M.D.
 1893 Wilmington
 1684. Craven, C. H. 1912 Wilmington
 2320. Crawford, C. L.
 1926 Philadelphia, Pa.
 1599. Crawford, E. P. 1911 Lenoir
 2864. Crawford, H. D. 1939 Swannanoa
 2939. Creech, J. A. 1941 Salemburg
 2822. Creech, J. L. 1938 Smithfield
 2699. Creech, L. R. 1935 Oxford
 2623. Creech, W. H. 1932 Selma
 3608. Crispens, W. E. (M.D.)
 1952 Greensboro
 2646. Crissman, U. F. 1933 Lexington
 2752. Cromley, R. I. (Ga.) 1937 Raleigh
 3421. Crosswy, D. M. (Kansas)
 1951 Winston-Salem
 3169. Crowe, D. F. (Ga.) 1947 Oteen
 2773. Crowell, C. M., Jr. 1937 Mooresville
 2681. Crumpler, L. H. 1934 Raleigh
 2001. Crutchfield, T. G. 1920 Greensboro
 2862. Culbreth, G. McK.
 1939 Southern Pines.
 1609. Culpepper, F. D. 1911 Louisburg
 2464. Curtis, J. R. 1928 Bessemer City
 2342. Curtis, R. H. 1926 Rowland
- D
3076. Dameron, H. G. 1945 Tabor City
 2863. Daniel, A. G. 1939 Portsmouth, Va.
 1692. Daniel, E. C. 1913 Zebulon
 3654. Daniels, H. H. 1953 Wilson
 3136. Dantzler, S. A. (S. C.)
 1946 Waynesville
 382. Darden, J. L., Jr. 1950 Colerain
 2830. Darden, R. J. 1938 Clinton
 3274. Darling, A. J. (Idaho)
 1949 Asheville
 2099. Darlington, J. M. (Va.)
 1922 Winston-Salem
 3033. David, J. P. 1943 Wilmington
 3367. Davis, A. L. 1950 Statesville
 3092. Davis, Benard (Mo.)
 1944 Winston-Salem
 2888. Davis, C. E., Jr. (S. C.)
 1939 Greensboro
 2343. Davis, D. R. 1926 Williamston
 1763. Davis, H. E. 1914 Andrews
 2334. Davis, J. G. 1926 Spindale
 1740. Davis, J. W. 1914 Edenton
 1731. Davis, K. W. 1913 Winston-Salem
 2855. Davis, M. L. 1939 Elm City
 3352. Davis, M. W. II (S. C.)
 1950 Fair Bluff
 2965. Davis, McDonald, Jr. 1941 Roseboro
 3533. Davis, W. E. 1952 Raleigh
 1485. Dawson, M. P. 1909 Rocky Mount
 3559. Day, H. V. 1952 Spruce Pine
 2521. Day, L. G. (S. C.) 1930 Spruce Pine
 2498. Dayvault, F. W. 1929 Lenoir
 2281. Deal, H. M. 1925 Lenoir
 3598. Dean, A. M. (Ga.) 1952 Elm City
 2015. Dees, R. E. L. 1920 Wallace
 3119. Dees, R. R. 1946 Burgaw
 3368. Dement, W. T. 1950 Oxford
 2476. Dennis, C. M. (S. C.) 1928 Shelby
 3176. Dente, M. A. (N. J.)
 1947 Chicago, Ill.
 3618. Derr, Erma (Mrs.) (Ohio)
 1953 New Bern
 2832. Dever, J. H. 1938 Greensboro
 3501. Dewar, R. L. 1951 La Grange
 2386. Dill, G. W., Jr. 1927 Morehead City
 2500. Dillehay, J. T. 1929 Graham
 2923. Dillon, H. E. 1940 Elkin
 3369. Dimmick, G. B., Jr. 1950 Charlotte
 3143. Dinger, K. L. 1946 Statesville
 1773. Dinwiddie, P. H. 1914 Marshall
 3359. Dixon, W. R. (Ga.) 1950 Charlotte
 2600. Dodd, C. N. (Va.) 1932 Raleigh
 3560. Dollar, A. C., Jr. 1952 Mount Airy
 3655. Dollar, L. C. 1953 Apex
 1218. Douglas, J. D. (col.)
 1904 Henderson
 3607. Dover, B. F. (Ga.) 1952 Matthews
 3254. Dowdell, W. O. (Ala.)
 1949 Charlotte
 1911. Dowdy, D. A. 1917 High Point
 3431. Dowdy, J. H. 1951 High Point
 3461. Doyle, M. H. 1951 Chester, Va.
 3674. Driscoll, F. W. (Mrs.) (Ala.)
 1953 Wilmington
 2702. Dudley, W. G., Jr. 1935 Reidsville
 2817. Duffy, H. B. 1938 New Bern
 2964. Duguid, Helen W. 1941 Chapel Hill
 3149. Dukes, G. W., Jr. (S. C.)
 1946 Walterboro, S. C.
 3561. Dukes, W. S. 1952 Greensboro
 3502. Dunlap, R. H. 1951 Winston-Salem
 1961. Durham, C. T. 1917 Chapel Hill
- E
2791. Eadie, E. B. (S. C.) 1938 Charlotte
 2890. Early, A. J. (Va.)
 1939 Fayetteville
 2712. Easley, Willa V. (D. C.) (col.)
 1935 Whiteville

1594. East, J. S. 1911 Draper
 2975. Eatman, G. A. 1941 Wilson
 3114. Eberly, M. D. (Ind.)
 1946 Atlanta, Ga.
 3093. Edmonds, G. H. (S. C.)
 1944 Greensboro
 2891. Edmonds, M. M. (Mo.)
 1940 Greensboro
 2619. Edwards, C. R. 1932 Albemarle
 3094. Edwards, G. B. (Ga.)
 1944 Wake Forest
 3491. Edwards, J. C. (Ala.)
 1951 Elizabethtown
 3286. Edwards, J. W. 1949 Greensboro
 2867. Edwards, L. K., Jr.
 1939 Stantonsburg
 2081. Edwards, O. C. 1921 Raleigh
 2940. Edwards, S. McD. 1941 Ayden
 1922. Edwards, S. McG. 1917 Ayden
 1004. Edwards, T. N. 1901 Charlotte
 1006. Eldridge, Julius 1901 Winston-Salem
 1351. Elliott, A. G. 1907 Fuquay Springs
 3077. Elliott, A. G., Jr.
 1945 Fuquay Springs
 2266. Ellis, W. D. 1925 Martinsville, Va.
 3221. Ellison, J. M. (Fla.)
 1948 Miami, Fla.
 2826. Elson, J. R., Jr. 1938 Enka
 3070. Estes, J. C., Jr. 1944 Graham
 3425. Estes, N. J. (Ala.) 1951 Greensboro
 1457. Etheridge, S. B. 1909 Washington
 2008. Etheridge, T. J., Jr. 1920 Bailey
 837. Eubanks, C. L. 1896 Chapel Hill
 1859. Eubanks, J. N. 1916 Greensboro
 3432. Evans, Flora Nell 1951 Charlotte
 2686. Evans, J. E. 1934 Marion
 2170. Evans, W. B. (Ga.) 1923 Greensboro
- F**
3358. Fairecloth, V. L. (S. C.)
 1950 Charlotte
 3562. Fairley, R. B. 1952 Salisbury
 2687. Farmer, W. F. 1934 Scotland Neck
 1908. Farrell, R. D. 1917 Greensboro
 2328. Farrington, J. V. 1926 Greensboro
 1743. Faucette, W. P. 1914 Raleigh
 1459. Faulconer, R. C. 1909 Burlington
 2171. Feagin, E. L. (Ala.)
 1923 Hendersonville
 3255. Feagin, E. L., Jr. (Ala.)
 1949 Hendersonville
 3521. Feagin, L. E. (Iowa)
 1951 Hendersonville
 3127. Fearing, M. K., Jr. 1946 Mauteo
 3524. Felder, F. J., Jr. (S. C.)
 1951 Charlotte
 3370. Ferguson, C. McD., Jr.
 1950 Siler City
 2194. Ferguson, H. Q. 1924 Randleman
 2467. Ferguson, J. S. 1928 Fayetteville
 1920. Fields, J. T., Jr. 1917 Laurinburg
 3332. Fincher, E. M. 1950 Union, S. C.
 3287. Finger, Z. L. 1949 Morganton
 1800. Finley, G. B. 1915 Marion
 1797. Fishel, A. L. 1915 Winston-Salem
 1946. Fisher, Lester 1917 Statesville
 3462. Fisher, P. L. 1951 Elkin
 1861. Fitchett, C. E. 1916 Dunn
 1704. Fleming, C. H. 1913 Creedmoor
 3261. Fleming, O. G. 1949 Rocky Mount
 3201. Fleming, Velma (Va.)
 1947 Alexandria, Va.
 3621. Fletcher, J. H. 1953 Marion
 3452. Flinchum, A. C. (S. C.) (Mrs.)
 1951 Columbia, S. C.
 3018. Flynn, H. L. 1943 Lexington
 3433. Forbus, B. M. 1951 Durham
 2255. Fordham, C. C., Jr. 1925 Greensboro
 1487. Fordham, C. McK. 1909 Greensboro
 2652. Forrest, B. B. 1933 Hillsboro
 3333. Forrest, W. G. 1950 Kinston
 3637. Foss, E. L. (Maine)
 1953 Winston-Salem
 1672. Foster, Caney 1912 Seaboard
 2332. Foster, D. W. 1926 W. Asheville
 1685. Foster, J. C. C. 1912 Tryon
 2941. Foster, R. E., Jr. 1941 Greensboro
 3258. Fowler, Evelyn B. (Mrs.)
 1949 Salisbury
 1735. Fowlkes, W. M. 1913 Enfield
 2781. Fox, H. S. 1937 Winston-Salem
 2843. Fox, J. H. 1939 Asheboro
 2942. Fox, J. C., Jr. 1941 Chapel Hill
 2400. Franklin, K. V. 1927 Cary
 3150. Franklin, R. E. (Miss.)
 1946 Greensboro
 3622. Friday, J. P. 1953 Gastonia
 3644. Fritsche, T. C. (N. J.)
 1953 Asheville
 2536. Frontis, S. W. 1930 Greensboro
 3563. Fulbright, K. N.
 1952 Guilford College
 1434. Fullenwider, Phifer 1908 Raleigh
 2979. Fuller, E. R. 1941 Salisbury
 2086. Furr, F. L. 1921 Durham
 3055. Fussell, T. E. 1944 Rose Hill
 2928. Futrell, C. L. 1940 Cary

G

3463. Gabriel, J. C. 1951 Mooresville
 3611. Gaddy, C. B., Jr. (S. C.)
 1952 Charlotte
 3464. Gaddy, C. H. 1951 Salemburg
 2898. Gaddy, E. P. 1940 Greensboro
 1488. Gaddy, H. M. 1909 Asheville
 2943. Gaddy, Phil 1941 Marshville
 3139. Gaddy, R. L., Jr. (Fla.)
 1946 Tallahassee, Fla.
 2770. Galloway, A. E. 1937 Charlotte
 1810. Gamble, C. F. 1915 Monroe
 2060. Gamble, J. P. 1921 Monroe
 3416. Gammon, H. O. (Mo.) 1950 Reidsville
 3414. Gardiner, P. L. (R. I.)
 1950 Greensboro
 3319. Gardner, J. T. 1949 Mooresville
 2286. Gardner, Mattie S. (Mrs. W. K.)
 1925 Charlotte
 1403. Gardner, T. L. 1908 Reidsville
 3334. Gardner, W. S. 1950 Burlington
 1954. Garner, C. V. 1917 Warsaw
 2465. Garren, F. O. 1928 Winston-Salem
 2039. Garrett, Y. D., Jr. (col.)
 1920 Durham
 2093. Gary, J. R. 1922 Arlington, Va.
 2022. Gatling, T. R. (S. S.) (col.)
 1920 Reidsville
 1886. Gattis, P. D. 1916 Raleigh
 3230. Gerlinger, J. J. 1948 Rocky Mount
 3371. Gilbert, L. E., Jr. 1950 Bladenboro
 1124. Gilbert, Loamie 1903 Benson
 2784. Gilbert, L. M., Jr. 1937 Maxton
 2069. Gilbert, W. B. (Ga.) 1921 Raleigh
 3465. Gilliam, A. B., Jr. 1951 Greensboro
 2257. Gilliam, W. A. 1925 Winston-Salem
 2557. Gillikin, C. E. (S. C.) 1931 Kenly
 2731. Glass, W. T., Jr. 1936 Wilmington
 2588. Glenn, E. F. 1931 Beaufort
 2270. Glenn, J. S. 1925 Mount Olive
 2701. Glenn, R. A. 1935 Burnsville
 2624. Godwin, C. F. 1932 Pine Level
 2119. Goode, B. S. 1923 Lexington
 1489. Goode, J. A. 1909 Asheville
 2294. Gooden, D. T. (Va.)
 1926 Grottoes, Va.
 1709. Goodrum, C. S. 1913 Davidson
 2899. Goodwin, W. M. 1940 Apex
 2629. Gordon, T. W. 1932 Thomasville
 1100. Gorham, R. S. 1903 Rocky Mount
 3623. Graham, C. C. 1953 Greensboro
 1916. Graham, J. C. 1917 Red Springs
 3262. Graham, L. I. 1949 Roseboro
 3656. Grandy, J. I. 1953 Charlotte
 3466. Grantham, J. G. 1951 Wilmington
 1565. Grantham, L. I. 1910 Lumberton
 2771. Grantham, R. B. 1937 Red Springs
 1239. Grantham, R. I. 1905 Greensboro
 924. Green, C. F. 1899 Wilmington
 2944. Greene, H. W. 1941 Wilmington
 1490. Greene, H. C. 1909 Charlotte
 3534. Greene, J. P. 1952 Burnsville
 3165. Greenspan, Joseph 1947 Charlotte
 2217. Greenwood, A. M. 1924 High Point
 3467. Greeson, H. C. 1951 High Point
 3096. Gregory, W. S. (S. C.) 1944 Shelby
 3564. Gresham, J. W. 1952 Wilson
 2736. Greyer, Mary Alice B.
 (Mrs. Joe Peyton) 1936 Bryson City
 3231. Griffin, E. W., Jr.
 1948 Kings Mountain
 2295. Griffin, Octavus (Va.)
 1926 Roanoke Rapids
 3289. Griffin, S. D., Jr. 1949 Burlington
 3170. Griffin, W. A. (Ala.)
 1947 New Smyrna, Fla.
 3565. Griffin, W. C. 1952 Raleigh
 2508. Griffin, W. R. 1929 Old Fort
 1374. Griffith, Wiltshire
 1907 Hendersonville
 1829. Grimes, G. D. 1915 Robersonville
 3542. Gross, N. R. (S. C.) 1952 Whiteville
 3110. Gucker, L. V. (Ind.)
 1945 Phoenix, Ariz.
 2055. Guion, C. L. 1921 Aberdeen
 1860. Guion, C. D. 1916 Cornelius
 2056. Guion, H. N. 1921 Marshville
 3528. Gunn, W. S. (Ga.) 1951 Washington
 1856. Gurley, W. B. 1916 Windsor
 2829. Guthrie, C. H. 1938 Beaufort
- H
3104. Hahl, Marguerite W. (Mrs. J. W.)
 1945 Raleigh
 2273. Hair, R. C. 1925 Pineville
 1939. Hairston, R. S. (col.)
 1917 Winston-Salem
 3050. Haith, J. W., Jr. (col.)
 1944 Raleigh
 2460. Hall, I. B., Jr. (col.)
 1928 Winston-Salem
 1028. Hall, J. M. 1901 Wilmington
 2381. Hall, J. M., Jr. 1927 Wilmington
 2265. Hall, J. P. 1925 Oxford
 3290. Hall, R. B. 1949 Mocksville
 2189. Hall, S. C. 1924 Oxford
 2282. Hall, S. B. 1925 Mocksville

2844. Halsey, W. B. 1939 Sparta
 2684. Ham, F. B. 1934 Orlando, Fla.
 3020. Ham, R. G. 1943 Yanceyville
 2146. Ham, T. J., Jr. (Va.)
 1922 Yanceyville
 3197. Hamer, M. S.
 1947 Colton's Point, Md.
 971. Hamilton, R. L. 1900 Oxford
 1307. Hamlet, Reginald 1906 Raleigh
 2147. Hamlin, J. T. (W. Va.) (col.)
 1922 Raleigh
 2945. Hamlin, V. C., Jr. (col.) 1941 Raleigh
 3535. Hammerness, F. C. 1952 Chapel Hill
 2792. Hammon, H. A. (S. C.)
 1937 Charlotte
 3232. Handy, K. E. 1948 Raleigh
 3609. Hankey, L. C. (Pa.) 1952 Asheville
 2850. Hardee, A. K., Jr. 1939 Charlotte
 3129. Hardy, R. W. 1946 Gastonia
 1893. Harper, C. T. 1916 Charlotte
 3495. Harper, J. E., Jr. (S. C.)
 1951 Fayetteville
 2456. Harper, W. L. 1928 Hendersonville
 2209. Harris, J. C. 1924 Durham
 3566. Harris, J. C., Jr. 1952 Durham
 3263. Harris, L. C. 1949 Blowing Rock
 3634. Harris, R. O. (S. C.) 1953 Charlotte
 2660. Harris, T. B. (S. C.) 1933 Concord
 2616. Harris, W. B. 1932 High Point
 3123. Harrison, J. W. 1946 Asheville
 3567. Harrison, J. R. 1952 Troy
 2321. Harrison, L. S. 1926 Greenville
 3264. Harrison, R. F. 1949 Sanford
 1462. Harrison, T. N., Jr. 1909 Greenville
 3324. Hart, J. J. (Ill.) 1949 Chicago, Ill.
 2682. Hartis, G. C. 1934 Winston-Salem
 3536. Harward, B. R. 1952 Raleigh
 3657. Hatcher, J. E. 1953 Pink Hill
 2251. Haupt, Edward 1925 Newton
 3568. Hauss, H. L. 1952 Kannapolis
 3489. Hawkins, A. R., Jr. (N. D.)
 1951 Guilford College
 3335. Hawkins, C. B. 1950 Bryson City
 3624. Hawkins, C. I. 1953 Madison
 3291. Hawkins, H. B. 1949 Statesville
 3265. Hawkins, Reeves 1949 Tucson, Ariz.
 1865. Hayes, G. E. 1916 Hickory
 2769. Hayes, W. A. 1937 Hillsboro
 1722. Haymore, J. B. 1913 Grifton
 603. Hays, F. B. 1890 Oxford
 3336. Heath, R. E. 1950 Rocky Mount
 3617. Heaton, P. H., Jr. (S. C.)
 1953 Wilmington
 3078. Hege, G. D. 1945 Whiteville
 3292. Hemingway, C. E. 1949 Fayetteville
 1437. Henderson, A. J. (col.)
 1908 Fayetteville
 3174. Henderson, C. B. (Ga.)
 1947 Atlanta, Ga.
 2376. Henderson, G. E. 1927 Alexandria, Va.
 1718. Henderson, J. L. 1913 Salisbury
 2756. Hendrick, A. B. (S. C.)
 1937 Kannapolis
 2877. Hendrix, J. O'N. 1939 Canton
 3032. Henley, J. T. 1943 Hope Mills
 2841. Henriksen, H. E. (S. C.)
 1939 Wilmington
 2664. Hern, E. L. (col.) 1947 Asheville
 2929. Herndon, H. H. (Ga.)
 1940 Winston-Salem
 1171. Herndon, M. D. 1904 Durham
 1944. Herring, N. B. 1917 Wilson
 1375. Herring, R. R. 1907 Oxford
 3058. Herring, R. McP. 1944 Clinton
 3569. Herring, W. I. 1952 Lumberton
 2715. Hertzog, C. W. (S. C.)
 1935 Richmond, Va.
 2677. Hicks, A. M. 1934 Pikeville
 1493. Hicks, C. G. 1909 Raleigh
 3337. Hicks, Jean Snyder (Mrs.)
 1950 Charlotte
 1007. Hicks, J. E. F. 1901 Goldsboro
 2595. High, P. J. (S. C.)
 1932 Landrum, S. C.
 2509. Hill, G. L. (col.) 1929 New Bern
 2390. Hobbs, Alden 1927 Kinston
 2012. Hocutt, D. D. 1920 Henderson
 3105. Hoffman, E. N. (S. C.)
 1945 Wilmington
 1752. Hoffman, J. F., Jr.
 1914 High Point
 3601. Hoffman, W. C. (Va.)
 1952 Hendersonville
 2122. Hogan, A. L. 1923 Kinston
 2549. Hoggard, C. R.
 1930 South Arlington, Va.
 1724. Holding, T. E., Jr. 1913 Wake Forest
 3007. Holland, L. L. 1942 Hamlet
 2019. Holland, R. F. (Ga.) 1919 Charlotte
 3002. Holland, T. M. 1942 Mount Holly
 1240. Holland, W. F. 1905 Mount Holly
 2734. Hollowell, W. C. 1936 Greenville
 3043. Hollowell, W. H., Jr. 1944 Edenton
 3600. Holmes, J. M., Jr. (La.) (col.)
 1952 Clinton
 3171. Holt, Ernest (S. C.) 1947 Forest City
 2695. Holt, F. A. 1935 Hickory

3266. Holt, Maryellen M. (Mrs.)
1949 Burlington
3658. Holt, W. S. 1953 Apex
2868. Honeycutt, G. W. 1939 Rockingham
3001. Hood, D. H. 1942 Dunn
1494. Hood, H. C. 1909 Smithfield
1595. Hood, J. C. 1911 Kinston
3293. Hood, J. C., Jr. 1949 Kinston
1712. Hood, P. C. 1913 Dunn
2283. Hood, T. R. 1925 Clearwater, Fla.
1101. Hood, W. D. 1903 Smithfield
1782. Hooper, F. L. 1914 Sylva
2930. Hooper, J. L., Jr. (Ga.)
1941 Hiawassee, Ga.
3188. Horne, H. R. 1947 Fayetteville
1376. Horne, W. H. 1907 Greenville
3338. Horner, Lucille Earl (Mrs.)
1950 Charlotte
1844. Horseley, H. T. 1915 Mount Holly
2085. Horton, J. P. 1921 N. Wilkesboro
3537. Horton, J. P., Jr. 1952 Wilkesboro
3570. Horton, W. D. 1952 N. Wilkesboro
3503. Horton, W. P. 1951 Wilson
2175. Hough, J. T. (S. C.) 1923 Charlotte
1522. House, Joseph 1910 Beaufort
3267. House, Joseph, Jr. 1949 Grifton
2705. Houser, W. H. 1935 Cherryville
3339. Howard, W. McC. 1950 Winston-Salem
3372. Howe, A. G. 1950 Greenville
3268. Howell, Viola R. (Mrs.)
1949 Dobson
3061. Howell, W. L., Jr. (Ga.)
1943 Raeford
1408. Howerton, J. L. 1908 Greensboro
3373. Hoyle, E. D. 1950 Cooleemee
1813. Hoyle, M. H. 1915 Cooleemee
2793. Hubbard, Estill (Ky.)
1938 Lexington, Ky.
3209. Huber, H. G. (N. J.) 1947 Charlotte
3468. Hudson, R. T. 1951 Statesville
3314. Hunsucker, Evelyn Stutts (Mrs. Keith)
1949 Gibson
1546. Hunter, J. B. 1910 Charlotte
3006. Huntley, C. O. 1942 Lenoir
3504. Huntley, R. C. 1951 Morehead City
2633. Huss, K. W. 1933 Lincolnton
1542. Hutchins, J. A. 1910 Winston-Salem

I

2878. Ingle, C. E. 1939 Weaverville
2009. Ingram, L. M. 1920 High Point
2980. Inman, G. G. 1941 Rockingham
2946. Irwin, D. A. 1941 Elkin
3021. Irwin, R. L. 1943 Marion

2446. Isler, J. H. (col.) 1928 Charlotte
1753. Isler, W. A. (col.)
1914 New York, N. Y.

J

2385. Jackson, J. C. 1927 Lumberton
2222. Jackson, Leonidas 1924 Erwin
2559. Jackson, Osceola (Tenn.) (col.)
1930 Goldsboro
927. Jacobs, F. G. 1899 Elizabeth City
1463. James, A. A. 1909 Greensboro
2512. James, C. J. 1929 Hillsboro
1377. James, S. T. (col.) 1907 Durham
3374. James, S. A. (col.) 1950 Durham
1545. Jarrett, L. M. 1910 Biltmore
3639. Jefferies, C. L. (Va.) 1953 Raleigh
1244. Jenkins, J. V. 1905 Concord
3434. Jenkins, P. R. 1951 Murfreesboro
2375. Jenkins, Sam 1927 Walstonburg
2596. Jenkins, W. I. (Va.) 1931 Biscoe
3635. Jennings, R. N. (Ga.)
1953 Burlington
1756. Jernigan, R. W. 1914 Chapel Hill
2947. Johnson, A. R. 1941 Nashville
3375. Johnson, C. E. 1950 Greenville
2966. Johnson, G. F., Jr. 1941 Atlanta, Ga.
2396. Johnson, G. P. 1927 Jacksonville
2223. Johnson, J. E., Jr. 1924 Lumberton
2716. Johnson, O. L. (Md.) 1935 Charlotte
3022. Johnson, R. H. 1943 Robbins
2232. Johnson, R. J. (S. C.) 1924 Asheville
2733. Johnson, T. B. 1936 Hickory
3034. Johnson, T. H. 1943 Raleigh
3407. Johnson, W. A. 1950 Durham
2200. Johnson, Wm. Lewis 1924 Raleigh
1518. Johnson, Wm. Luther
1910 Atlanta, Ga.
3376. Johnson, W. P. 1950 Kinston
2006. Johnson, W. R. 1920 Raleigh
3659. Johnson, W. Rowland 1953 Asheville
2632. Johnson, W. S. 1933 Rocky Mount
2739. Johnson, W. W.
1936 Fuquay Springs
930. Johnston, A. S. 1899 Smithfield
3049. Johnston, C. A. 1944 Littleton
2151. Joiner, A. E. (Ga.) 1923 High Point
2034. Joiner, L. B. (S. C.) 1920 Salisbury
3435. Jolley, C. E. 1951 Cliffside
1589. Jones, Alpheus 1911 Warrenton
3377. Jones, C. F., Jr. 1950 Oxford
3086. Jones, Constance D. (Mrs. O. M., Jr.)
1945 St. Petersburg, Fla.
2630. Jones, D. E. 1953 Beaufort
2233. Jones, Dolan (Ga.) 1925 Monroe

3378. Jones, F. E., Jr.
1950 Philadelphia, Pa.
2851. Jones, G. H. 1939 Zebulon
1174. Jones, H. E. (col.) 1904 Asheville
2152. Jones, J. L. (Ga.) 1922 Canton
3379. Jones, J. L., Jr. 1950 Canton
1693. Jones, J. H. 1913 Haw River
2757. Jones, M. L. (Tenn.) 1937 Asheville
3294. Jones, W. W. (col.)
1949 Washington, D. C.
2041. Jordan, D. L. 1921 Wake Forest
3295. Jordan, W. M., Jr. 1949 Marion
3023. Jowdy, A. W., Jr. 1943 Chapel Hill
1766. Joyner, J. D. 1914 Gastonia

K

2576. Kale, R. G. 1931 Durham
3113. Kearns, T. N. (Ga.) 1946 Asheboro
2809. Kee, H. J. 1938 Norfolk, Va.
2690. Keenum, R. F. (Tenn.)
1935 Hazelwood
3192. Keetsook, I. A. (Mrs.)
1947 Charlotte
1892. Keever, J. W., M.D. 1916 Hickory
918. Kellam, R. A. 1898 Charlotte
2350. Kelly, G. C. 1926 Lillington
2967. Kelly, H. L. 1941 Durham
959. Kendall, B. H. 1900 Shelby
3024. Kerr, B. D. 1943 Raleigh
1466. Kerr, James 1909 High Point
2848. Kessler, M. M. 1939 Lewisburg, Penn.
1356. Kibler, R. E. 1907 Morganton
3436. Kiger, R. W. 1951 Shelby
3625. Kinsey, C. E. 1953 Chapel Hill
3380. Kinard, E. R., Jr. 1950 Greensboro
2999. King, A. H. 1942 Durham
2399. King, B. F. 1927 Hickory
1496. King, J. R. 1909 Durham
3340. King, W. A. 1950 Mount Airy
2027. King, W. H. (S. C.) (col.)
1919 Greensboro
3166. Kingsbury, Mary H. (Mrs.)
1947 Durham
2201. Kirby, J. H. 1924 Fredericksburg Va.
2421. Kirkpatrick, G. L. (S. C.)
1927 Black Mountain
3297. Kirkpatrick, T. M., Jr.
1949 Leaksville
3189. Kiser, A. G. 1947 Asheville
3298. Kiser, F. C. 1949 Asheville
3381. Kiser, J. C. 1950 Charlotte
2948. Kiser, R. A. 1941 China Grove
2758. Klein, B. F. (Pa.) 1936 Asheville
3595. Klein, B. S. (Ohio) 1952 High Point

1620. Knight, C. V. 1911 Wilson
3079. Knight, E. H. 1945 Black Mountain
3299. Knight, J. E. 1949 Yadkinville
3571. Knight, R. A. 1952 Spruce Pine
2193. Knight, R. S., Jr. 1924 Columbia
3341. Knox, R. L. 1950 Charlotte
952. Koonce, J. E. 1900 Chadbourn
3233. Koonce, S. G. 1948 Chadbourn
2580. Koonts, A. A. 1931 High Point
2968. Kornegay, G. B. (M.D.)
1941 Mt. Olive
3000. Kornfeld, Abraham
1942 Rocky Mount
2931. Kraus, Emma Myrtle (Va.)
1940 Charlotte
2586. Kritzer, E. L. 1931 Albemarle
3538. Kubiak, Dolores A.
1952 Salisbury, Md.
2267. Kunkle, A. B. 1925 Statesville
3631. Kyser, A. C. (Ala.) 1953 Swansboro

L

3185. Lain, Emily Aliton (Mrs.)
1947 Port Jervis, N. Y.
2178. Lamar, W. L., Jr. (Ala.)
1823 Denton
2116. Lamm, L. M. 1923 Mount Airy
3505. Lamore, W. P. 1951 Oteen
3211. Landaker, W. G. (Ill.)
1948 Ft. Lauderdale, Fla.
3409. Lane, R. L. 1950 Greensboro
1358. Lane, W. A. 1907 Winston-Salem
2120. Langdon, R. E. 1923 Fayetteville
2746. Langdon, Roscoe
1936 New Orleans, La.
3080. Langston, D. O'B. 1945 Franklinton
3572. Langston, M. B., Jr.
1952 New Bern
3300. Lanier, LeRoy 1949 Carolina Beach
2662. Lasley, C. G. (Penn.) 1934 Draper
3200. Lawson, J. I., Jr. (Ga.)
1947 Southern Pines
2049. Layton, C. C. 1921 High Point
2457. Lazarus, Joseph 1928 Sanford
1439. Lea, L. J. 1908 Laurinburg
2013. Lea, V. D. 1920 Durham
1148. LeBoo, P. S. (col.) 1903 Wilmington
1942. Ledbetter, E. DeB. 1917 Lexington
2932. Ledford, J. E. (Ga.)
1940 McCaysville, Ga.
1128. Lee, P. A. 1903 Dunn
2387. LeGette, J. S. 1927 Charlotte
2261. Le Mon, H. H. (col.) 1925 High Point
3382. Leonard, H. B., Jr. 1950 High Point

2481. Lever, T. H. (S. C.) 1928 Charlotte
 2933. Lewis, B. B. (Ohio) 1941 Lincolnton
 1671. Lewis, H. R. 1912 Asheville
 1675. Lewis, R. B. 1912 Statesville
 2783. Lewis, W. C. 1937 Kannapolis
 2949. Lewis, W. K. 1941 Mount Olive
 2749. Libbus, T. A. 1936 New Bern
 3661. Liles, R. H. 1953 Washington, D. C.
 3220. Lindenschmidt, V. J. (Ind.)
 1948 Wilmington
 2821. Link, F. P. 1938 Reidsville
 2788. Linn, T. L. 1938 Landis
 1467. Lisk, D. C. 1909 Charlotte
 3213. Little, G. L.
 1948 New Kensington, Pa.
 2901. Lloyd, A. A. 1940 Hillsboro
 2011. Lloyd, T. P. 1920 Chapel Hill
 3146. Lockhart, B. O. 1946 Greensboro
 3383. Lockwood, Mary Elizabeth
 1950 Brunswick, Ga.
 1468. Loftin, J. U. 1909 Albemarle
 3328. Loftin, T. G. (Miss.) 1949 Albemarle
 3384. London, L. W., Jr. 1950 Cherryville
 2927. Lorek, L. A. 1940 Radford, Va.
 3573. Loritts, T. D. (col.) 1952 Charlotte
 3323. Lott, A. A. (S. C.)
 1949 Columbia, S. C.
 2706. Lovett, H. E. 1935 Liberty
 3301. Lovette, J. F. 1949 Liberty
 3385. Lowder, J. H. 1950 Marion
 3212. Lowe, Bonnie H. (Mrs. J. D.)
 1948 Archdale
 3302. Lowe, J. D. 1949 Archdale
 1976. Lowry, W. A. 1919 Alexandria, Va.
 1670. Lunn, F. H. 1912 Winston-Salem
 667. Lutterloh, I. H., M.D. 1891 Sanford
 1357. Lutz, H. C. 1907 Hickory
 2852. Lynch, Ernestine B. (Mrs. H. W.)
 1939 Dunn
 3437. Lynch, H. W. 1951 Dunn
 2872. Lynch, W. F. 1939 Durham
 1774. Lyon, F. F. 1914 Oxford
 2510. Lyon, J. F. 1929 Rocky Mount
 1666. Lyon, O. H. 1912 Kinston
 1379. Lyon, R. P. 1907 Wadesboro
 2180. Lyon, W. B. (Va.) 1923 Greensboro
- Mc
 2997. McAdams, J. W. 1942 Burlington
 2694. McAllister, H. C. 1935 Chapel Hill
 3574. McAllister, L. B. 1952 Graham
 2023. McBride, T. L. (Penn.) -
 1919 Marshville
 2787. McBryde, R. V. 1937 Fayetteville
2741. McCarn, M. R. M. (Mrs.)
 1936 Mount Pleasant
 3402. McClincy, Stanley (Penn.)
 1950 Harrisburg, Pa.
 2704. McCollum, N. H., Jr. 1935 Leaksville
 3469. McCormae, D. A. 1951 Wadesboro
 3325. McCoy, J. K. (W. Va.) 1949 Durham
 2996. McCrimmon, D. G. 1942 Pittsboro
 2277. McCrummen, D. C. 1925 Aberdeen
 2540. McDaniel, P. L.
 1930 Falls Church, Va.
 1569. McDonald, A. H. 1910 Durham
 3269. McDonald, J. C. 1949 Durham
 2215. McDonald, W. R., Jr. 1924 Hickory
 2053. McDowell, N. O. 1921 Scotland Neck
 3052. McDowell, N. O., Jr.
 1944 Scotland Neck
 1742. McDuffie, R. A. 1914 Greensboro
 2902. McFalls, C. D. 1940 Madison
 2859. McFalls, O. W. 1939 Pomona
 2903. McFalls, S. W. 1940 Greensboro
 3422. McFarland, T. W. (S. C.)
 1951 Charlotte
 2960. McGee, J. C. 1941 Asheville
 3470. McGee, J. C., Jr. 1951 Asheville
 2995. McGowan, D. F. 1942 Chapel Hill
 3386. McGuire, J. M.
 1950 Clarksburg, W. Va.
 805. McKay, D. McN. 1895 Durham
 1767. McKay, J. W. 1914 Asheville
 1914. McKeel, C. B., Jr. 1917 Charlotte
 3506. McKeithan, Herbert, Jr.
 1951 Raeford
 3279. McKenzie, C. B. (S. C.)
 1949 Winston-Salem
 1801. McKenzie, L. McK. 1915 Lumberton
 3645. McKenzie, P. H. (S. C.)
 1953 Fairmont
 3351. McKittrick, R. L. (S. C.)
 1950 Waynesville
 1498. McKnight, L. E. 1909 Buies Creek
 2993. McKnight, L. E., Jr. 1942 Coats
 3106. McLean, A. L., Jr. 1945 Raleigh
 2767. McLean, G. W. 1937 Clinton
 1472. McLelland, J. H. 1909 Troutman
 1584. McManus, M. T. Y.
 1911 Winston-Salem
 1825. McMillan, B. F., Jr.
 1915 Lumberton
 3100. McNair, K. H. (col.) 1945 Windsor
 3438. McNair, W. O. (col.) 1951 Greensboro
 2550. McNeill, A. D. 1930 Norwood
 1247. McNeill, G. R. 1905 Whiteville

2904. McNeill, J. A. 1940 Whiteville
2679. McNeill, L. J. 1934 Norwood

M

1902. Mabry, C. S. 1917 Hamlet
1050. MacKesson, L. W. 1902 Statesville
3126. Mackie, Frances C. (Mrs.)
1946 Yadkinville
1048. MacNair, W. R. 1902 Angier
1833. Macon, A. B. 1915 Mount Airy
3214. Malion, H. E. 1948 Fairmont
2609. Maness, R. C. 1932 Greensboro
1081. Mansfield, A. L. 1902 Carolina Beach
3161. Marchman, J. F. (Ga.)
1943 Rabun Gap, Ga.
2469. Markham, G. W. 1928 Fayetteville
1330. Marsh, N. F. 1906 Asheboro
1994. Martin, A. N. 1920 Roanoke Rapids
1626. Martin, B. M. 1912 Baltimore, Md.
3387. Martin, R. M. 1950 Ahoskie
1849. Martin, S. L., Jr. 1915 Leaksville
1687. Mathes, T. J. 1912 Durham
3234. Mathews, G. W., Jr. 1948 Asheville
2780. Matthews, J. I. 1937 Raleigh
1550. Matthews, W. F., Sr.
1910 Randleman
2729. Matthews, W. F., Jr. 1936 Raleigh
3575. Mauney, H. McC. 1952 Hickory
2268. Mauney, W. McC. 1925 Murphy
1639. May, T. H. 1912 Wake Forest
3191. Mayberry, H. C. 1947 Winston-Salem
2971. Mayrand, L. P. 1941 Greensboro
3327. Means, M. R. (S. C.) 1949 Hickory
2016. Mebane, W. M. 1920 Fayetteville
3424. Medlin, W. E. (S. C.) 1951 Gastonia
2213. Melvin, M. B. 1924 Raleigh
3321. Merrill, G. B., Jr. (Fla.)
1949 Lakeland, Fla.
2424. Merriman, W. D. (S. C.)
1928 Charlotte
3662. Merritt, M. E. 1953 Wilmington
3626. Meschke, R. W. 1953 Chapel Hill
3411. Metts, H. M. (S. C.) 1950 Charlotte
1963. Miles, M. C. 1917 Henderson
2970. Millaway, E. D. 1941 Burlington
2304. Miller, A. J. (Mich.)
1925 Clyde
1862. Miller, C. M. 1916 Wallace
986. Miller, E. H. 1898 Mooresville
219. Miller, P. W. 1940 Salisbury
2717. Miller, R. E. (S. C.)
1935 Wilmington
3663. Miller, W. J. 1953 Durham
1883. Millican, A. G. 1916 Wilmington
2782. Millis, A. E. 1937 Atlanta, Ga.
2062. Mills, J. C. 1921 Cliffside
1815. Mills, J. A. 1915 Tabor City
3507. Mills, O. W. 1951 Leaksville
3576. Minnick, W. K. 1952 Bristol, Va.
2922. Minton, S. S., Jr. 1940 Asheville
2693. Mitchell, C. E. (S. C.) 1934 Highlands
1840. Mitchell, C. P. 1915 Elizabeth City
1707. Mitchell, H. G. 1913 Burlington
2738. Mitchell, J. D. 1936 Kannapolis
3388. Mitchell, T. W. 1950 Kinston
3235. Mitchener, J. W. 1948 Concord
847. Mitchener, J. A. 1897 Edenton
2775. Mitchener, J. A., Jr. 1937 Edenton
2748. Mitchener, Nancy P. (Mrs. J. A., Jr.)
1936 Edenton
2897. Mock, C. H. (Tenn.) 1939 Boone
3081. Montesanti, Joseph, Jr.
1945 Southern Pines
2425. Mooneyham, O. J. (Ga.)
1928 Forest City
2426. Moore, A. L. (Ga.) 1927 Salisbury
2004. Moore, A. R. 1920 Wilson
2994. Moore, B. McI. 1942 Eastport, N. Y.
2404. Moore, H. P. 1927 Hendersonville
1588. Moore, J. P. 1911 Wilmington
3508. Moore, K. E. 1951 Selma
3419. Moore, L. V. (Penn.)
1950 Oteen
2327. Moore, M. A. 1926 Tarboro
3471. Moore, M. A., Jr. 1951 Tarboro
2339. Moore, T. J. 1926 Wilson
3509. Moorefield, G. McD. 1951 Asheboro
1747. Moose, G. K. 1914 Boone
2372. Moose, H. A. 1927 Mount Pleasant
2365. Moose, W. L. (Md.) 1926 Greensboro
3349. Moran, Ruth Estes (Mrs. J. H.) (Ala.)
1950 Greensboro
3270. Morgan, G. D. 1949 Raleigh
1966. Morgan, J. T. 1918 Benson
2819. Morris, A. F. 1938 Four Oaks
3439. Morris, E. M. 1951 Brevard
3493. Morris, H. V. (Ga.) 1951 Waynesville
1331. Morrison, M. S. 1906 Wilson
1499. Morton, J. X. 1909 Faison
3053. Morton, W. A. 1945 Wilmington
3389. Moseley, Marina P. C.
1950 Raleigh
3472. Moskowitz, Eugene
1951 Long Island City, N. Y.
2648. Moss, F. M. 1933 Gastonia
3525. Mosteller, W. H. (S. C.)
1951 Columbia, S. C.
1733. Munday, C. C. 1913 Taylorsville

3099. Muratori, Francis 1945 Charlotte
 1657. Murchison, E. E. 1912 Rocky Mount
 1727. Murphrey, L. W. 1913 Rocky Mount
 1606. Murphy, J. C. 1911 Charlotte
 2548. Murr, G. F. 1930 Thomasville
 2730. Murrell, H. T. 1936 Albemarle
 3236. Myers, L. M. 1948 Winston-Salem

N

2096. Nance, J. S. 1922 Charlotte
 2672. Neal, C. L. 1934 Suffolk, Va.
 3207. Neal, J. C. (Ga.) 1947 Rome, Ga.
 3144. Neely, C. M. (col.)
 1946 Winston-Salem
 2785. Neil, J. W. 1937 Charlotte
 2497. Nelson, J. B. 1929 Burlington
 2325. Nelson, S. G. 1926 Aulander
 1913. Nelson, W. G. 1917 Miami, Fla.
 2380. Neville, Augustus, Jr.
 1927 Spring Hope
 2614. Nicholson, E. N. 1932 Murfreesboro
 1516. Nicholson, M. A. 1910 Troy
 2795. Noell, R. J. (Ga.) 1937 Asheville
 2181. Norman, J. P. (Va.) 1924 Greensboro
 3342. Northcott, Jean L. (Mrs. W. W.)
 1950 Winston-Salem
 3473. Northcott, W. W.
 1951 Winston-Salem
 993. Nottingham, G. S. 1901 Norfolk, Va.
 1537. Nowell, W. R. 1910 Wendell

O

2950. Oakley, C. S. 1941 Mebane
 2466. Oakley, C. H. 1928 Roxboro
 2802. Oates, C. C., Jr. 1938 Hendersonville
 2879. O'Daniel, J. S. 1939 Hickory
 3597. Odom, L. A. (S. C.) 1952 Wilmington
 637. O'Hanlon, E. W. 1891 Winston-Salem
 3604. Oliva, D. (Ill.) 1952 Homestead, Fla.
 2665. Oliver, E. W. (Ala.) 1933 Greensboro
 3012. Oliver, G. G. (S. C.) 1943 Whiteville
 2315. O'Neal, W. P. 1926 Belhaven
 1381. Overman, H. S. 1907 Elizabeth City
 3343. Overton, D. S. 1950 Sanford
 3154. Owen, F. R. (Ga.) 1935 Tryon
 3040. Owens, T. Q. 1943 Whiteville

P

3303. Pace, T. A. 1949 Brevard
 2061. Padgett, E. L. 1921 Atlanta, Ga.
 3510. Padgett, H. F. 1951 Durham
 2803. Page, C. E., Jr. 1938 Henderson
 3636. Page, G. A. (Ala.) 1953 Hickory
 2220. Palmer, A. W. 1924 Sanford

3612. Paoloni, C. U. (N. J.)
 1952 Greensboro
 3390. Pappas, S. A. 1950 Charlotte
 3391. Paramore, R. A. 1950 Raleigh
 3120. Parker, J. G. (col.) 1946 Durham
 3215. Parker, L. J. 1948 Memphis, Tenn.
 2474. Parker, N. M. (col.)
 1929 Fayetteville
 1333. Parker, R. S. 1906 Murphy
 2123. Parker, W. W., Jr. 1923 Henderson
 2827. Parks, W. A. 1938 Matthews
 3440. Parrish, A. S. 1951 Newton Grove
 2569. Parrish, L. F. 1931 Rocky Mount
 3664. Parsons, M. F. (Miss.)
 1953 Winston-Salem
 3101. Parsons, R. H.
 1945 Middleburg, N. Y.
 3451. Patterson, J. L. (S. C.)
 1951 Whiteville
 3057. Patterson, Phyllis Scholl (Mrs. R. C.)
 (Ohio) 1944 Fort Wayne, Ind.
 3167. Paull, S. H. (Mrs.)
 1947 Montreal, Que., Canada
 3356. Payne, Jean W. (Mrs.)
 1950 Chilhowie, Va.
 1500. Peacock, M. A. 1909 Benson
 3474. Pearson, Sarah P. (Mrs. J. K.)
 1951 Durham
 3131. Pecora, Ruth P. (Mrs. John)
 1946 Erwin
 3633. Peek, W. P., Jr. (Ga.)
 1953 Winston-Salem
 2089. Pegram, Addie B. (Mrs. C. W.)
 1922 Apex
 1783. Pender, F. H., Jr. 1914 Asheville
 3490. Penn, W. C. (La.) (col.)
 1951 Winston-Salem
 3665. Perrow, W. S. 1953 Bedford, Va.
 1668. Perry, D. L. (col.) 1912 Fort Bragg
 3532. Perry, M. B. (Mrs.) 1952 Raleigh
 3392. Perry, V. H. 1950 Franklin
 2568. Perry, W. R. (col.) 1931 Burlington
 3145. Pethel, R. E. 1946 Raleigh
 1995. Petrea, F. S. 1920 Greensboro
 2675. Phillips, J. E. 1934 Raleigh
 2014. Phillips, M. B. 1920 Albemarle
 2833. Phillips, O. J. 1938 Philadelphia, Pa.
 2329. Phillips, W. P. 1926 Morganton
 3666. Piantadosi, C. 1953 Chapel Hill
 3029. Pickard, J. F. 1943 Greensboro
 2951. Pickard, J. M. 1941 Durham
 1998. Pierce, J. S. 1920 Rocky Mount
 2349. Pigott, D. S. 1926 Morehead City
 2861. Pike, J. W., Jr. 1939 Concord

2880. Pilkington, E. L. 1939 Goldsboro
 1180. Pinnix, J. M. 1904 Kernersville
 2533. Pinnix, J. L. 1930 Kernersville
 1382. Pinnix, W. M. 1907 New Bern
 3304. Pittman, G. R. 1949 Burlington
 3223. Pittman, J. H. (Tex.)

1948 St. Louis, Mo.

816. Pleasants, F. R. 1896 Louisburg
 3305. Plemmons, Charlotte B. (Mrs.)
 1949 Asheville

2906. Plemmons, D. A. 1940 Asheville

1519. Polk, J. B. 1910 Durham

2204. Poole, L. B. 1924 Thomasville

1821. Porter, C. D. 1915 Concord

1660. Porter, Ernest 1912 Concord

3098. Porter, J. B. (Kansas)

1945 West Jefferson

2598. Porter, J. D. (Ga.) 1931 Franklin

3237. Powell, E. S. 1948 Oxford

1802. Powell, J. C. 1915 Winston-Salem

3177. Prather, N. L. (Ga.)

1947 Blue Ridge, Ga.

2881. Pressly, C. P. 1939 Charlotte

2804. Price, H. G. 1938 Raleigh

2007. Price, S. H. 1920 Mooresville

3578. Price, S. H., Jr. 1952 Mooresville

2910. Proctor, W. V. 1940 Charlotte

3238. Propst, G. B. 1948 Morganton

2801. Provo, Jean Bush (Mrs.)

1938 Raleigh

3306. Provo, W. W. 1949 Mars Hill

2697. Puckett, U. S. 1935 Stovall

3307. Puckett, W. M. 1949 Robbins

2111. Pugh, E. S. 1922 Windsor

3393. Pulliam, H. F. 1950 Winston-Salem

2732. Purcell, D. C. 1936 Salisbury

2915. Purcell, S. M., Jr. 1940 Salisbury

Q

3627. Quick, J. D., Jr.

1953 Winston-Salem

1416. Quinn, F. DeW. 1908 Shelby

R

3394. Rabil, E. J. 1950 Winston-Salem

3193. Rachide, A. P. 1947 Jacksonville

3448. Rambo, L. A. (Ill.) 1951 Rio, Illinois

3395. Rancke, J. M. 1950 Lumberton

2907. Rand, T. R., Jr. 1940 Raleigh

3579. Randall, W. H., Jr.

1952 Fayetteville

2873. Rankin, W. B. 1939 Arlington, Va.

3216. Ranzenhofer, J. A. 1948 Greensboro

2589. Ratley, W. A. 1931 Goldsboro

1884. Ray, E. L. 1916 Asheboro

2611. Ray, Frederick, Jr. 1932 Sanford

2269. Rayburn, H. L. 1925 Charlotte

2607. Reamer, I. T. (Md.) 1931 Durham

3580. Reaves, C. A. 1952 Asheboro

2724. Reaves, H. C. 1936 Asheboro

2535. Reaves, L. E., Jr. 1930 Fayetteville

3581. Reese, J. N. 1952 Kannapolis

2129. Reeves, J. 1923 Greer, S. C.

2615. Register, M. O. 1932 Clinton

1870. Reid, S. H. 1916 Washington

1669. Reins, C. C. 1912 Winston-Salem

3062. Reynolds, Beth M. (Mrs. Hugh M.)
 (Ala.) 1944 Miami, Fla.

3239. Rhem, J. F. 1948 Roanoke Rapids

2612. Rhodes, C. R. 1932 Charlotte

2306. Rhodes, W. F. (S. C.) 1926 Concord

2110. Rhyne, C. O. (Ga.) 1922 Charlotte

1503. Rhyne, W. F. 1909 Gastonia

3413. Rice, C. F. (col.) (D. C.)

1950 Charlotte

3530. Rice, H. C. (N. D.) 1952 Charlotte

2262. Rice, L. D. 1925 Maxton

3308. Rich, H. C. 1949 Garland

1389. Richardson, L. W. 1907 Goldsboro

2546. Richardson, O. K. 1930 Boone

2584. Richardson, W. R. 1931 Boone

1680. Ridenhour, D. G. 1912 Mt. Gilead

3102. Riegel, M. S. 1945 Owego, N. Y.

2882. Rigsbee, Elmer L. 1939 Durham

3396. Rigsbee, E. Lawson 1950 Durham

3103. Rigsbee, E. Lloyd 1945 Chapel Hill

3628. Rigsbee, V. L., Jr. 1953 Charlotte

3350. Rimmerman, H. B. (Penn.)

1950 Margate, N. J.

2916. Rimmer, Helen Bell (Mrs. E. F.)

1940 Sanford

1647. Rimmer, E. F. 1912 Sanford

1301. Ring, C. A. 1905 High Point

2468. Ring, C. A., Jr. 1928 High Point

1182. Ring, L. B. 1904 Tarpon Springs, Fla.

2627. Rittenbury, R. S. 1932 Charlotte

1827. Rives, H. L. 1915 Bethel

2511. Roberson, Culas 1929 Spray

3475. Roberts, D. A. 1951 Fayetteville

1969. Roberts, Herschel 1918 Weaverville

2973. Roberts, H. E. 1941 Marshall

1517. Robertson, E. G. 1910 Va. Beach, Va.

3539. Robertson, W. N., Jr.

1952 Laurinburg

2674. Robinson, Carlton

1934 Winston-Salem

2740. Robinson, D. P. 1936 Oxford

3137. Robinson, Harriett A. (S. C.)
1946 Lumberton
1364. Robinson, J. L. 1907 Belmont
2816. Robinson, T. R., Jr. 1938 Goldsboro
3582. Rodgers, O. J. 1952 Wilmington
3667. Rogers, H. N., Jr. 1953 Fair Bluff
1644. Rogers, R. P., Sr. 1912 Durham
3309. Rogers, R. P., Jr. 1949 Durham
2527. Rogers, W. LeR. (S. C.)
1929 Pembroke
3202. Rogers, W. P. (Tenn.)
1947 Asheville
2720. Rollins, E. W. (S. C.)
1935 Winston-Salem
3344. Roper, H. E. 1950 Franklin
3310. Rose, W. C. 1949 Newton Grove
3311. Rose, W. P. 1949 Raleigh
3345. Ross, R. McG. 1950 Bessemer City
3059. Rosser, J. H. 1944 Charlotte
2700. Rouse, L. L. 1935 Fayetteville
2952. Royall, G. E., Jr. 1941 Elkin
2263. Roycroft, W. R. 1925 Madison
1419. Rudisill, J. S. 1908 Forest City
3613. Ruehlen, D. W. (Kans.) 1953 Concord
3583. Russell, G. C. 1952 Greensboro
2874. Russell, J. M., Jr. 1939 Asheville
3240. Russell, J. T. 1948 Waynesville
2983. Russell, P. B. (Neb.)
1941 Monett, Missouri
3527. Russell, R. A. (Ga.)
1951 Winston-Salem
2924. Russell, T. W. 1940 Greensboro
- S
3064. Salley, B. M., Jr. (S. C.)
1944 Charlotte
1554. Salley, W. M. 1910 Asheville
3397. Salley, W. M., Jr. 1950 Asheville
1420. Sample, W. A. 1908 Statesville
3511. Sampson, R. R. (col.) 1951 Clinton
2796. Sanders, C. A. (S. C.)
1937 Albemarle
3241. Sanders, C. H. 1948 Concord
3227. Sanders, Patsy B. (Mrs. Charl H.)
1948 Concord
1852. Sanford, R. D. 1916 Lumberton
1421. Sappenfield, W. A. 1908 Statesville
3398. Sauls, Doris H. (Mrs.)
1950 Wilmington
3476. Sauls, H. B. 1951 Wilmington
2917. Savage, M. C. 1940 Roanoke Rapids
2308. Sawyer, R. B. (Colorado)
1925 Winston-Salem
2528. Saxon, H. A. (Ga.)
1930 Manila, P. I.
3399. Scharff, R. E. 1950 Clemmons
3477. Schustack, W. D. 1951 N. Y. C.
2991. Scoggin, H. P. 1942 Louisburg
1256. Scoggin, L. E. 1905 Louisburg
2572. Scoggin, L. E., Jr. 1931 Louisburg
1875. Scruggs, B. P. 1916 Rutherfordton
3179. Scruggs, E. T. (Ky.)
1947 Knoxville, Tenn.
3242. Seaborn, R. H. 1948 Greenville
3312. Secrest, V. V., Jr. 1949 Monroe
682. Sedberry, H. S. 1892 Rocky Mount
2379. Selden, J. S. 1927 Weldon
2908. Senter, L. M. 1940 Carrboro
2889. Senter, P. L. 1921 Carrboro
3132. Sewell, Evelyn S. (Mrs. J. B., Jr.)
1946 Havelock
2313. Sewell, G. L. 1926 Kinston
3158. Sharpe, W. C. (S. C.)
1946 Greensboro
1929. Shaw, R. S. 1917 Scotland Neck
2953. Sheffield, B. C., Jr. 1941 Warsaw
3184. Sheffield, W. J. 1947 Austin, Texas
843. Shell, J. E. 1896 Lenoir
3540. Shepherd, D. M. 1952 West Jefferson
824. Sheppard, J. W. (Pa.)
1896 Charlotte
3478. Sherard, G. S. 1951 Burlington
2075. Sherard, J. F. (S. C.)
1920 Burlington
2721. Sherrod, W. I. (Tenn.)
1936 Dandridge, Tenn.
3400. Sherwood, N. W. 1950 Charlotte
1988. Shieder, G. A. (Ga.) 1918 Asheville
3030. Shields, C. L. 1943 Jacksonville
2666. Shigley, H. H. (Ohio) 1934 Asheville
1973. Shook, Eulon 1918 Hickory
3196. Shook, Eulon, Jr. 1947 Hickory
3401. Shore, V. A., Jr. 1950 Durham
2214. Shuford, L. D. 1924 Forest City
3616. Shultman, S. L., Jr. (S. C.)
1953 Asheville
2989. Simmons, F. J. 1942 Granite Falls
2585. Simmons, H. R. 1931 Jacksonville
3313. Simmons, Peggy C. (Mrs.)
1949 Lincolnton
3168. Simmons, W. A. 1947 Winston-Salem
2856. Simmons, W. C. 1939 Winston-Salem
3199. Sinclair, F. A. 1947 Albemarle
1772. Singletary, F. B. 1914 Greensboro
1014. Singletary, W. O.
1901 Winston-Salem
2221. Sisk, C. J. 1924 Asheville

1085. Sisk, C. T. 1902 Asheville
 2742. Sisk, R. C. 1936 Asheville
 2391. Sitison, J. A. 1927 Mt. Airy
 2935. Skiuner, F. LaF. (Va.)
 1941 Spencer
 3153. Slayton, Mary T. (Miss.)
 1946 Washington, D. C.
 3111. Slesinger, Stanley (D. C.)
 1945 Charlotte
 2435. Sloan, R. R. (Va.)
 1927 Rutherfordton
 2875. Sloan, W. L. 1939 Chapel Hill
 2378. Sloop, M. B. 1927 Winston-Salem
 1878. Small, Bessie B. (Mrs.) (col.)
 1923 Denton, Md.
 2195. Smith, D. A. 1924 Bassett, Va.
 2972. Smith, E. H., Jr. 1941 Weldon
 3594. Smith, F. K., Jr. (Miss.) 1952 Sylva
 3615. Smith, G. C. (Ga.) 1953 Concord
 3148. Smith, G. W. (Neb.) 1946 Chapel Hill
 3441. Smith, H. D. 1951 Spartanburg, S. C.
 2810. Smith, H. E. 1938 Thomasville
 3320. Smith, J. G. (Ga.) 1949 Stokesdale
 2183. Smith, J. P. F. (S. C.)
 1923 Gibson
 1634. Smith, Leon 1912 Kannapolis
 2926. Smith, L. W. 1940 Kannapolis
 3449. Smith, N. A. (col.) (S. C.)
 1951 Gastonia
 2768. Smith, O. W. 1937 Pilot Mt.
 3668. Smith, R. W., Jr. 1953 La Grange
 3669. Smith, Robert G. 1953 Pilot Mt.
 3632. Smith, Roger A. (Va.)
 1953 Richmond, Va.
 2403. Smith, T. E. 1927 Goldsboro
 1259. Smith, T. L. 1905 Plymouth
 2488. Smith, V. F. (Mo.) 1928 Greensboro
 2776. Smith, W. J. 1937 Chapel Hill
 1678. Smith, W. O. 1912 Alexandria, Va.
 3529. Smith, W. W. (Md.)
 1951 Baltimore, Md.
 3204. Snodgrass, T. W. (Okla.)
 1947 Hobart, Okla.
 3195. Snyder, S. E. 1947 Asheville
 2184. Snypes, C. L. (Ga.) 1923 Siler City
 3272. Southern, J. C. 1949 High Point
 3596. Sowell, L. A. (Ga.) 1952 Greenville
 2603. Sparkman, D. D., Jr. (Va.)
 1931 St. Pauls
 3670. Sparks, Betty 1953 Draper
 2336. Sparks, J. E. 1926 Elizabeth City
 2961. Sparks, L. R., Jr. 1941 Durham
 3479. Speight, E. C. 1951 Rocky Mount
 2641. Spencer, B. W., Jr. (S. C.)
 1932 Durham
 2642. Spencer, R. B. (Va.) 1932 Raleigh
 3249. Spiotti, D. V. (Mass.)
 1948 Washington, D. C.
 2346. Spoon, J. M. 1926 Belmont
 2451. Spoon, K. B. 1928 Charlotte
 3426. Sprinkle, J. B. (Ga.) 1951 Kings Mt.
 2437. Stacy, L. B. (Ga.) 1928 Gastonia
 3591. Stahl, G. M. (Va.) 1952 Durham
 1769. Stainback, T. E. 1914 Norfolk, Va.
 3278. Stainback, W. A. (Va.)
 1949 Roanoke Rapids
 3138. Staleup, H. R. (Ind.)
 1946 Goldsboro
 2505. Stamps, J. N. 1929 High Point
 1260. Stanback, T. M. 1905 Salisbury
 1637. Stancill, J. H. 1912 Chester, S. C.
 3418. Stang, David (Va.) 1950 Greensboro
 3442. Stang, W. S. 1951 Greensboro
 2678. Stanley, V. E. 1934 Charlotte
 2565. Stein, Meyer (Penn.)
 1930 Philadelphia, Pa.
 3121. Stephens, Frank 1946 Triangle, Va.
 1818. Stephens, J. L., M.D. (col.)
 1915 Cleveland, Ohio
 2921. Stevens, M. W. 1940 Broadway
 1919. Stevenson, J. T. 1917 Elizabeth City
 3180. Stewart, J. S. 1947 Fremont
 1153. Stewart, W. M. 1903 Charlotte
 3480. Stich, W. C. 1951 Wallace
 1557. Stimson, J. H. 1910 Statesville
 2506. Stone, B. F. 1929 Elizabethtown
 2762. Stone, B. M. (Fla.) 1936 Charlotte
 2626. Stone, E. V. 1932 Charlotte
 2094. Stone, W. L. 1922 Franklinton
 3443. Stonestreet, D. H.
 1951 Morehead City
 1936. Stowe, C. D. 1917 Portsmouth, Va.
 1558. Stowe, H. R. 1910 Charlotte
 2613. Strickland, C. B. 1932 Fayetteville
 3071. Stringfield, B. J. (Miss.)
 1944 N. Wilkesboro
 2496. Strond, Dortch 1929 Kinston
 3245. Strout, V. L. (Mass.) 1948 Ellerbe
 2453. Sullivan, L. S. 1928 Durham
 1578. Summey, K. N. 1910 Mt. Holly
 1926. Summey, P. B. 1917 Mt. Holly
 3584. Summey, W. L. 1952 Dallas
 2869. Souminen, Maggie More (Mrs. W. N.)
 1939 Franklin Township, Pa.
 3046. Suttlein, E. C. 1944 Galax, Va.
 2698. Suttlemyre, C. P. 1935 Hickory

1785. Suttlemyre, P. J. 1914 Valdese
 2224. Swaney, C. A. 1924 Winston-Salem
 3512. Sweargan, C. L. 1951 Charlotte
 3585. Swicegood, Shirley W. (Mrs.)
 1952 Chapel Hill
 1592. Swindell, E. S. 1911 Durham
 1388. Sykes, R. J. 1907 Greensboro

T

2604. Tainter, D. W. (Tenn.) 1931 Marion
 1020. Tarkenton, E. L. 1901 Wilson
 1312. Tart, D. W. 1906 Greensboro
 3025. Tart, P. E. 1943 Dunn
 2703. Tate, D. O. 1935 Jacksonville, Fla.
 2256. Tate, E. H. 1925 Lenoir
 3444. Tatum, Mary E. (Miss.)
 1951 Winston-Salem
 2455. Tatum, J. M. 1928 Asheville
 1423. Taylor, C. A. 1908 Jacksonville
 1577. Taylor, D. G. 1910 Leaksville
 2797. Taylor, H. R. (Tenn.) (col.)
 1938 Tarboro
 2786. Taylor, H. T. 1937 Goldsboro
 1948. Taylor, J. C. 1917 Durham
 3402. Taylor, J. G. 1950 Conway
 2398. Taylor, L. B. 1927 Conway
 3183. Taylor, Nancy Hunt (Mrs. Wm. F.)
 1947 Washington
 2737. Taylor, N. T. 1936 Raleigh
 3218. Taylor, W. W. 1948 Chapel Hill
 1627. Taylor, W. P. 1912 Roanoke Rapids
 3047. Teague, J. R. 1944 High Point
 3586. Teare, Lorna M. (Mrs.)
 1952 Chapel Hill
 2988. Tee, H. C., Jr. 1942 Milton, Del.
 2353. Templeton, G. S. 1926 Gastonia
 2333. Tennant, W. D., Jr. 1926 Crossnore
 3038. Terrell, J. A., Jr. 1943 Sanford
 3173. Thayer, S. S. (Ohio)
 1947 Orlando, Fla.
 1086. Thomas, E. R. 1902 Erwin
 1701. Thomas, E. E. 1913 Roxboro
 2839. Thomas, F. E. (Ala.) 1938 Charlotte
 3541. Thomas, H. G. 1952 Middlesex
 3531. Thomas, J. S. (Ala.) 1952 Charlotte
 2883. Thomas, J. I. 1939 Dunn
 2577. Thomas, P. L. 1931 Roxboro
 1604. Thomas, W. G. 1911 Varina
 1087. Thompson, A. J. 1902 Badin
 2811. Thompson, H. O. 1938 Chapel Hill
 2258. Thompson, J. L. 1925 Reidsville
 2242. Thompson, J. V. (S. C.)
 1924 Wilmington
 2190. Thompson, P. H. 1924 Fairmont

2987. Thompson, T. H. (col.)
 1942 Burlington
 3130. Thorne, Lucy K. (Mrs.)
 1946 Silver Spring, Md.
 2884. Thornton, G. P. 1939 Goldsboro
 2986. Thornton, J. W., Jr. 1942 Dunn
 1754. Thornton, W. H. 1914 Hickory
 2156. Threatt, J. B. (Ga.)
 1922 Pavo, Ga.
 3112. Tilles, Irving (N. J.)
 1946 High Point
 2159. Tilley, J. E. 1923 Jamestown
 3133. Timberlake, C. V., Jr.
 1946 Youngsville
 2440. Tolson, J. G., Jr. (S. C.)
 1927 Henderson
 3605. Tomlinson, L. C. (Ga.)
 1952 Fayetteville
 1600. Toms, B. C. 1911 Salisbury
 1990. Toms, E. R. (Ga.) 1919 Wilmington
 986. Townsend, E. F. 1900 Red Springs
 1520. Townsend, J. H. 1910 Red Springs
 3256. Trantham, H. D. (D. C.)
 1949 Asheville
 1703. Trent, J. A. 1913 Danville, Va.
 2160. Tripp, G. O. 1923 Wilmington
 1343. Trotter, J. R. 1906 Salisbury
 2985. Trotter, P. L. 1942 Thomasville
 3445. Tunstall, Christine (Miss.)
 1951 Hamlet
 2847. Tunstall, J. P. 1939 Washington
 1808. Turlington, J. E. 1915 Lumberton
 3205. Turnbull, E. K. (S. C.) 1947 Shelby
 2481. Turner, C. C., Jr. 1951 Raleigh
 3587. Turner, C. F. 1952 Drexel
 3671. Turner, G. W. 1953 Fairmont
 3315. Turner, J. K., Jr. 1949 Weldon
 2045. Turnmyre, A. P. 1921 Mt. Airy
 3672. Twiggs, Carolyn 1953 Raleigh
 2778. Tyson, J. W. 1937 Greensboro
 2834. Tyson, W. B. 1938 Rocky Mount

U

3673. Ullrich, T. W. 1953 Ft. Bragg
 2570. Umstead, O. L. 1931 Durham
 2493. Underhill, J. A. (S. C.)
 1928 Madison
 3346. Underwood, D. D. 1950 Greensboro
 2954. Underwood, H. P., Jr.
 1941 Fayetteville
 2667. Upchurch, M. T. 1934 Smithfield
 2578. Usher, J. T. 1931 Greensboro
 3403. Ussery, E. McD. 1950 Raleigh
 3316. Uzzell, S. C. C. 1949 Black Mountain

V

3482. Van Valkenburgh, W. B.
1951 Asheville
2909. Varner, S. E., Jr. 1940 Brevard
2311. Vaughn, A. M. (Va.)
1926 Norfolk, Va.
3054. Viall, W. R., Jr. 1944 Pinehurst
3404. Vickers, M. R. 1950 Norfolk, Va.
1445. Vinson, E. L. 1908 Halifax
3482. Vinson, J. B. 1951 Burlington
1778. Vinson, J. T. 1914 Goldsboro

W

3523. Wakefield, Griffin (La.)
1951 Charlotte
3108. Waldrop, J. E. (Ga.) 1946 Charlotte
2278. Walker, A. D. 1925 Wilmington
2010. Walker, H. W. 1922 Norlina
2504. Walker, H. L. 1929 Greensboro
2192. Wallace, A. C. 1924 Star
3275. Walters, H. C. (S. C.)
1949 Florence, S. C.
2441. Walters, J. E. (S. C.) 1928 Morven
1895. Walton, R. C. 1916 Raleigh
2583. Ward, B. R. 1931 Goldsboro
1761. Ward, E. H. 1914 Tarboro
3160. Ward, J. L., Jr. (Ga.) 1946 Canton
2186. Ward, W. A. 1924 Swannanoa
3484. Ward, W. S. 1951 Hickory
3588. Warren, Allene M. 1952 Dunn
2330. Warren, B. G. 1926 Rural Hall
3122. Warren, B. S., Jr. 1946 Greenville
1816. Warren, J. C. 1915 Benson
1923. Warren, L. A. 1917 Garland
2849. Warren, L. A., Jr. 1939 Clinton
1539. Waters, G. W., Jr. 1910 Goldsboro
2846. Waters, P. V. 1939 Mooresville
2243. Watkins, F. D. (S. C.) 1925 Belmont
2955. Watkins, J. C. 1941 Emporia, Va.
3039. Watkins, Rose Stacy (Mrs. J. C.)
1949 Emporia, Va.
2814. Watson, J. W. 1938 Rocky Mount
2805. Watson, R. N. 1938 Sanford
2813. Way, J. A., Jr. 1938 Winston-Salem
3646. Weatherwax, F. G. (Ga.)
1953 Winston-Salem
1110. Webb, C. I. 1903 Charlotte
1367. Webb, E. L. 1907 Dunedin, Fla.
1526. Webb, R. K. 1910 Charlotte
2621. Webb, T. P., Jr. 1932 Shelby
3485. Webster, C. D. 1951 Fairmont
2936. Webster, W. B. (S. C.)
1941 Fairmont

3355. Weiner, David (Md.)
1950 Baltimore, Md.
3589. Welborn, J. H. 1952 Lexington
1089. Welborn, W. F. 1902 Lexington
3198. Welborn, W. F., Jr. 1947 Lexington
2541. Welch, W. D., Jr. 1930 Washington
1269. Welfare, S. E. 1905 Winston-Salem
3599. Wells, F. R. (Ohio)
1952 Wooster, Ohio
2685. Wells, R. R. 1934 Shelby
2870. Wells, V. D., Jr.
1939 Columbus, Ohio
3513. Welsh, O. H. 1951 Clinton
2800. West, June Bush (Mrs.)
1938 Raleigh
3514. West, W. A. 1951 Roseboro
2254. West, W. L. 1925 Roseboro
3515. Whaley, L. M. 1951 Wallace
1510. Wharton, L. A. 1909 Gibsonville
3347. Wheeler, C. C., Jr. 1950 Chapel Hill
1979. Wheeler, C. R. 1919 Oxford
2670. Wheless, J. M., Jr. 1934 Farmville
2459. White, C. B. 1928 Henderson
2448. White, D. F. 1928 Mebane
2059. White, E. S. 1921 Greensboro
1574. White, G. S. 1910 Lexington
2402. White, J. J. 1927 Henderson
2054. White, J. S. 1921 Mebane
1741. White, Luther 1914 Wilmington
2532. White, R. L. (S. C.) 1929 Troy
1544. White, W. R. 1910 Warrenton
2211. Whitehead, C. R. 1924 Ramseur
3026. Whitehead, J. D. III 1943 Enfield
2567. Whitehead, T. E. (Ga.) 1930 Charlotte
2806. Whiteley, I. C. 1938 Morganton
2673. Whiteley, R. S. 1934 Greensboro
2956. Whitford, B. H. 1941 Rocky Mount
2507. Whitford, C. P.
1929 Wrightsville Beach
2547. Whitley, H. E. 1930 Concord
1898. Whitley, J. R. 1916 Hendersonville
2885. Whitley, W. Y. 1939 Fremont
1888. Whitmire, W. P., Jr.
1916 Tucson, Ariz.
3082. Whitson, W. J. 1945 Phelps, N. Y.
1869. Wiggins, W. W. 1916 Raleigh
1625. Wilkerson, I. O. 1911 Greensboro
3056. Wilkins, Jessie L. (Mrs.)
1944 Durham
1573. Williams, A. H. A. 1910 Oxford
3405. Williams, B. A. 1950 High Point
3175. Williams, C. H. (Va.) 1947 Asheboro
3516. Williams, E. G. 1951 Gastonia

3317. Williams, E. G., Jr. 1949 Barnwell, S. C.
3629. Williams, G. L. 1953 Dunn
3087. Williams, J. D., Jr. 1945 Griffin, Ga.
2084. Williams, J. C. 1921 Bessemer City
3134. Williams, Laurel L. 1946 Montclair, N. J.
2077. Williams, L. L. (Ga.) 1920 Morven
2969. Williams, M. H. 1941 Lexington
1899. Williams, M. V. B. 1916 Winston-Salem
3152. Williams, Nina Fish (Mrs.) (Kan.) 1946 High Point
3517. Williams, W. A. 1951 Williamston
3182. Williamson, Fate B. (Mrs.) 1947 Albany, Ga.
2057. Williamson, J. W. 1921 Salisbury
3219. Williford, J. S. 1948 Pinetops
2088. Willis, Beatrice A. (Mrs.) 1922 Fayetteville
2112. Willis, R. M. 1922 Southport
2442. Williston, F. D. (Tenn.) (col.) 1927 Fayetteville
2158. Wilson, C. A. (Ga.) 1922 Monroe
1534. Wilson, Connie H. 1910 Clearwater, Fla.
2032. Wilson, E. C. (Va.) 1919 Burlington
3318. Wilson, H. W., Jr. 1949 Winston-Salem
3406. Wilson, R. C. 1950 Hendersonville
1511. Wilson, T. H. 1909 Cramerton
3486. Wilson, W. H. 1951 Reidsville
2017. Wimberly, R. E. (col.) 1920 Raleigh
2957. Windecker, G. H. 1941 Bloomingdale, N. J.
2264. Winders, H. M. 1925 Farmville
3452. Winter, C. O. 1951 New Bern
1575. Wohlford, H. W. 1910 Charlotte
1822. Wolfe, B. H. 1915 Burlington
1265. Wolfe, J. C. 1905 Hickory
1717. Wolfe, W. S. 1913 Mt. Airy
2203. Womble, D. J. 1924 Durham
2726. Womble, L. N., Jr. 1936 Plymouth
2857. Woodard, B. P. 1939 Princeton
1770. Woodard, E. V. 1914 Selma
3446. Woodard, J. B. 1951 Kannapolis
2247. Woodard, C. T. (S. C.) 1925 Greensboro
2723. Woodard, G. B. (Tenn.) 1936 Franklin
3447. Woody, R. R. 1951 Burlington
1809. Woolard, E. W. 1915 Henderson
2351. Wooten, J. W. F. 1926 Fayetteville
3083. Wooten, Ruth Aycock (Mrs. C. C.) 1945 Raleigh
844. Wootten, G. R. 1896 Hickory
1903. Worthington, E. C. 1917 Kinston
1268. Worthy, F. S. 1905 Washington
2046. Wrike, W. C. 1921 Graham
3603. Wurthmann, B. A. (S. C.) 1952 Wilson
2854. Wyatt, Blanche B. 1939 Wilson
2545. Wynn, W. McK. (col.) 1930 Greensboro
- Y
1342. Yancey, D. C. (col.) 1906 Wilson
1428. Yancey, L. A. (col.) 1908 Charlotte
3206. Yandell, C. R. (S. C.) 1947 Pineville
3487. Yandle, H. A. 1951 Chapel Hill
1512. Yates, C. L. 1909 Charlotte
2798. Yearwood, T. C. (Ill.) 1938 Nicholasville, Ky.
1449. Yoder, C. R. 1908 Conover
1270. Young, C. T. 1905 Zebulon
3410. Young, C. W., Jr. 1950 Lincolnton
3348. Young, R. L., Jr. 1950 Durham
2799. Young, T. F. (Ark.) 1938 Asheville
3048. Youngblood, Frances Rimmer (Mrs. R. L.) 1944 Sanford
- Z
3243. Zirkle, Mildred S. (Mrs.) 1948 Philadelphia, Pa.
1576. Zuckerman, I. L. 1910 Greensboro

List of Drug Stores

(Revised July 1, 1953)

The number preceding the name of the drug store indicates the permit number of that store. Addresses for each store are listed where given. Person listed immediately following drug store was certified as pharmacist in charge (or permitted physician) on the application for the renewal of the permit. (*) denotes drug store operated under physician's permit.

ABERDEEN—Moore County

1. Bryan Drug Company, Inc.
120 W. Main Street (C. L. Guion)

1059. Craig Drug Co.

Sycamore St. (L. B. Craig)

2. McCrummen's Drug Store

South Street (D. C. McCrummen)

AHOSKIE—Hertford County

3. Copeland Drug Co.

104 Main St. (E. U. Capps)

4. Walker-Boone Drug Co., Inc.

East Main Street (R. M. Martin)

ALBEMARLE—Stanly County

1099. Albemarle Drug Co.

260 E. Main St. (C. R. Edwards)

970. The Drug Centre

121 N. First St. (W. H. Burbage)

1101. K and L Drug Store

314 Montgomery Ave. (T. G. Loftin)

6. Loftin's Drug Store

116 S. Second (J. U. Loftin)

1152. Murrell's Pharmacy

167 N. Second Street (H. T. Murrell)

7. Phillips Drug Co.

111 N. Second Street (M. B. Phillips)

8. Purcell Drug Co.

134 W. Main St. (E. L. Kritzer)

ANDREWS—Cherokee County

9. Davis Drug Co.

Second St. (H. E. Davis)

ANGIER—Harnett County

10. Adams & Young Drug Co.

(A. L. McLean, Jr.)

841. Talton Drug Store

Depot Street (W. R. MacNair)

APEX—Wake County

868. Godwin's Pharmacy

114 N. Salem St. (M. N. Goodwin)

821. Pegram's Pharmacy

Salem Street (A. B. Pegram)

ARCHDALE—Randolph County

1163. Lowe's Pharmacy, Inc.

(John D. Lowe)

ASHEBORO—Randolph County

14. Asheboro Drug Co., Inc.

132 Sunset Ave.

(Walter Clodfelter, Jr.)

1174. Fox Professional Drug Co., Inc.

516 S. Fayetteville St. (J. H. Fox)

957. Kearns Service Drug Store

803 W. Salisbury (T. N. Kearns)

15. Randolph Drug Company, Inc.

220 Sunset Ave. (C. H. Williams)

16. Reaves Pharmacy

212 S. Fayetteville St. (C. A. Reaves)

17. Reaves Walgreen Agency Drug Store

119-121 Sunset Ave. (H. C. Reaves)

18. Standard Drug Store

125 Sunset Ave. (E. L. Ray)

ASHEVILLE—Buncombe County

19. Adams-Blauvelt, Inc.

16 Battery Park Place (M. L. Cable)

64. Aiken's Pharmacy

14 Lodge St. (J. H. Aiken)

21. Asheville Pharmacy

27 N. Market St. (A. B. Chandley)

1258. Asheville Pharmacy No. 2

5 Court Plaza (Charlotte B. Plemmons)

884. Barefoot & Tatum Drugs, Inc.

2 N. Pack Square (L. G. Barefoot)

66. Biltmore Drug Store

1 Kitchen Place (L. M. Jarrett)

735. Carolina Pharmacy

287 Haywood Road (G. A. Shieder)

867. Charlotte St. Drug Co., Inc.

100 Charlotte St. (B. F. Klein)

23. Eckerd Drugs, Inc.

31 Patton Ave. (R. J. Noell)

1187. Eckerd's-Haywood, Inc.

Haywood St. (C. E. Bolinger)

1230. Grove Park Pharmacy

250 Charlotte Street

(J. A. Goode)

818. Ideal Drug Store

733 Haywood Road (L. B. Brookshire)

24. Jones Rexall Drugs

402 Depot St. (M. L. Jones)

30. Kenilworth Drug Store
445 Biltmore Ave. (J. M. Russell, Jr.)
28. Lord's Drug Store, Inc.
793 Merrimon Ave. (J. C. McGee)
882. Malvern Hills Drug Store
1288 Haywood Road (C. J. Sisk)
1070. Memorial Mission Hospital Pharmacy
Charlotte St. at Woodfin St.
(A. J. Darling)
1223. Merrimon Ave. Pharmacy
229 Merrimon Ave.
(Walter L. Buhmann)
1089. Montford Pharmacy
233 Montford Ave. (A. G. Kiser)
35. Norwood Pharmacy
500 Merrimon Ave. (L. P. Brookshire)
1201. Pack Square Pharmacy
22 N. Pack Square (Roy Johnson)
736. Palace Pharmacy
783 Haywood Road (Dan W. Foster)
36. Pinner's Drug Store
619 Haywood Rd. (T. F. Young)
37. Salley's Drug Store
85 Patton Ave. (W. M. Salley)
1132. Saint Joseph's Hospital Pharmacy
428 Biltmore Ave. (H. B. Collier)
39. Shigley's Inc.
31 Hendersonville Rd. (H. H. Shigley)
1009. Steele's Drug Store
38 S. Market St. (E. L. Hern)
1111. Trantham's Drug Store
38 Broadway (H. D. Trantham)
737. West Asheville Pharmacy
414 Haywood Road (H. L. Bishop)
1109. Y.M.I. Drug Store
29 Eagle St. (H. E. Jones)

ATKINSON—Pender County

41. Atkinson Drug Co.*
(G. C. Beard, M.D.)

AULANDER—Bertie County

42. Aulander Pharmacy
(S. G. Neison)

AURORA—Beaufort County

43. Windley's Drug Store*
Main St. (J. B. Bonuer, M.D.)

AVONDALE—Rutherford County

44. Adkinson Drug Co.
(N. F. Adkinson)

AYDEN—Pitt County

45. Edwards Pharmacy
Lee Street (S. M. Edwards)

BADIN—Stanly County

47. Badin Drug Co., Inc.
(A. J. Thompson)

BAILEY—Nash County

48. Etheridge Drug Store
(T. J. Etheridge, Jr.)

BEAUFORT—Carteret County

50. F. R. Bell, Druggist
Front Street (F. R. Bell)
52. Joe House Drug Store
Front St. (Joseph House)
51. Guthrie-Jones Drug Company
507 Front Street (C. H. Guthrie)

BELHAVEN—Beaufort County

54. O'Neal's Drug Store
230 E. Main St. (W. P. O'Neal)

BELMONT—Gaston County

55. Belmont Drug Co.
9 Main St. (R. B. Bryan)
56. Catawba Pharmacy
425 Catawba St. (S. P. Brison)
57. Robinson Drug Store
16 N. Main St. (J. L. Robinson)

BENSON—Johnston County

58. Benson Drug Co.
104 E. Main St. (Loamie Gilbert)
59. Peacock Drug Company
Main St. (M. A. Peacock)
60. Warren Drug Company
211 E. Main St. (J. C. Warren)

BESSEMER CITY—Gaston County

61. Central Drug Store
112 W. Virginia Ave. (J. C. Williams)
62. Curtis Pharmacy
Virginia Ave. (J. R. Curtis)

BETHEL—Pitt County

63. H. L. Rives Drug Company
(H. L. Rives)

BISCOE—Montgomery County

67. Biscoe Drug Store
Carthage Road (W. L. Jenkins)

BLACK CREEK—Wilson County

880. Black Creek Drug Company*
(A. J. Smith, M.D.)

BLACK MOUNTAIN—Buncombe County

69. Black Mountain Drug Co.
101 W. State St. (S. C. C. Uzzell)

964. Key City Pharmacy
404 Sutton Ave. (G. L. Kirkpatrick)
835. Knight's Pharmacy
116 State St. (E. H. Knight)
- BLADENBORO**—Bladen County
1161. Professional Pharmacy
Main St. (L. E. Gilbert, Jr.)
- BLOWING ROCK**—Watauga County
1071. Harris Drug Store
Main St. (L. C. Harris)
- BOILING SPRINGS**—Cleveland County
1096. Boiling Springs Drug Company, Inc.
(R. H. Beason)
- BOONE**—Watauga County
73. Boone Drug Co.
(W. R. Richardson)
74. Carolina Pharmacy
231 Main St. (C. H. Mock)
- BOONVILLE**—Yadkin County
75. Boonville Drug Store*
(J. R. Finney, M.D.)
- BREVARD**—Transylvania County
1239. Long's Drug Store
Main and Broad Sts.
(S. E. Varner, Jr.)
77. S. M. Macfie Drug Co.
Main and Broad (O. D. Biddy)
78. Varner's Drug Store
Broad and Jordan Sts.
(E. M. Morris)
- BROADWAY**—Lee County
1036. Broadway Drug Co.
(M. W. Stevens)
- BRYSON CITY**—Swain County
80. Bryson City Drug Company
108 Everett St. (K. E. Bennett)
968. Conley's Drug Store
Everett St. (W. J. Adams)
1083. Swain Drug Store
Everett St. (C. B. Hawkins)
- BUIES CREEK**—Harnett County
938. Wiggins Drug Store
Main St. (L. E. McKnight)
- BUNN**—Franklin County
83. Bunn Drug Co.*
(W. F. Cole, M.D.)
- BURGAU**—Pender County
1198. Dees Drug Store
(R. R. Dees)
1930. Durham Drug Company
Fremont St. (R. B. Sawyer)
- BURLINGTON**—Alamance County
85. Acme Drug Co., Inc.
Spring and Davis Sts.
(R. N. Jennings)
1192. Alamance County Hospital Pharmacy
Graham-Hopedale Road
(S. D. Griffin, Jr.)
1123. Alamance Drug Company
223 Maple Ave. (W. S. Gardner)
86. Asher-McAdams Drug Co.
305 Trollinger (J. W. McAdams)
1267. Barbour-Pittman Drug Co., Inc.
Cor. Front and Main Sts.
(Rudolph Pittman)
87. Burlington Drug Company, Inc.
East Front St. (R. E. Barrett)
89. Davis Street Pharmacy, Inc.
751 E. Davis St. (Robert Woody)
90. East End Drug Store
651 Webb Ave. (R. C. Faulconer)
91. Heritage-Wilson Drug Company
132 W. Front St. (E. C. Wilson)
92. Main Street Drug Co., Inc.
Main St. (C. M. Andrews)
93. Mann's Cut Rate Drug Store
414 S. Main St. (E. D. Millaway)
1207. Medical Center Pharmacy, Inc.
274 Graham-Hopedale Rd.
(J. B. Vinson)
1114. Sherard's Pharmacy
1245 S. Webb Ave. (J. F. Sherard)
1188. Thompson's Pharmacy
804 Rauhut St. (T. H. Thompson)
94. Worth Street Drug Store
525 S. Worth Street (W. R. Perry)
- BURNSVILLE**—Yancey County
95. Pollard's Drug Store
West Main St. (Roland Glenn)
1251. Yancey Pharmacy
Main St. (J. P. Greene)
- CANDLER**—Buncombe County
1173. Valley Drug Co., Inc.
(S. S. Minton)
- CANTON**—Haywood County
97. Canton Drug Store
137 Main St. (J. L. Jones, Sr.)

98. Champion Cut-Rate Drug Store, Inc.
147 Main St. (J. L. Ward, Jr.)
99. Hendrix Drug Store
108 Main St. (J. O. Hendrix)
100. Martin's Drug Store, Inc.
(B. M. Burrus)

CAROLEEN—Rutherford County

101. The Henrietta Mills Store No. 2
(C. M. Cain)

CAROLINA BEACH—New Hanover County

- Almand's Drug Store
Canal Drive (LeRoy Lanier, Jr.)
940. Carolina Beach Drug Company
(W. R. Adams)

CARRBORO—Orange County

103. Senter's Drug Store
(P. L. Senter)

CARTHAGE—Moore County

104. Shields Drug Co., Inc.
(D. A. Blue)

CARY—Wake County

105. Adams Drug Co.
105 Chatham St. (E. F. Callahan)
556. Franklin's Carolina Pharmacy
Chatham St. (K. V. Franklin)

CATAWBA—Catawba County

106. Catawba Drug Company*
(F. Y. Long, M.D.)

CHADBOURN—Columbus County

899. Derrick's Pharmacy
(M. L. Borders, Jr.)
107. John E. Koonce Drug Co.
(J. E. Koonce)

CHAPEL HILL—Orange County

108. Carolina Pharmacy
155 E. Franklin St. (T. P. Lloyd)
1184. Colonial Drug Co.
420 W. Franklin St. (J. H. Carswell)
109. Eubanks Drug Co.
E. Franklin St. (Clyde Eubanks)
1218. N. C. Memorial Hospital Pharmacy
U. N. C. (W. W. Taylor)
994. Sloan Drug Company
101 E. Franklin St. (W. L. Sloan)
110. Sutton's Drug Store
159 E. Franklin St.
(Howard A. Yandle)
972. The Village Pharmacy, Inc.
306 W. Franklin St. (J. C. Fox, Jr.)

CHARLOTTE—Mecklenburg County

977. Avondale Pharmacy
2204 Avondale Ave. (R. S. Rittenbury)
113. Bizzell Pharmacy
3312 Tuckaseegee Rd. (H. L. Bizzell)
1007. Blair Drug Co.
2719 Tuckaseegee Rd. (H. R. Stowe)
1235. Brookside Pharmacy
441 Sherman Ave. (L. A. Yancey)
116. Carolina Cut-Rate Drug Store, Inc.
225 W. Trade St. (F. E. Thomas)
117. Carolina Pharmacy
401 E. Trade St. (T. H. Lever)
1142. Cay Drug Store, Inc.
131 W. Trade St. (Joe Greenspan)
1195. Charlotte Drug Company
200 E. Trade St. (R. F. Holland)
119. Charlotte Memorial Hospital Pharmacy
1400 Scott Ave. (Myrtle Kraus)
139. Civil's Plaza Drug Store
1432 Central Ave. (J. K. Civil)
1112. Dilworth Pharmacy
1601 S. Boulevard (J. S. LeGette)
1178. Doctor Pharmacy
2316 Central Ave. (F. L. Black)
983. Dorton's Drug Store
3201 N. Caldwell St. (L. D. Cain)
121. Eckerd Drugs, Inc. (No. 1)
128 N. Tryon St. (G. B. Cheek)
122. Eckerd Drugs, Inc. (No. 2)
109 S. Tryon St. (W. O. Dowdell)
1155. Eckerds, Inc.
1517 Central Ave. (J. H. Bigham)
124. Hardee's Pharmacy
2907 Selwyn Ave. (A. K. Hardee, Jr.)
125. Hawthorne Pharmacy
1629 Elizabeth Ave.
(T. W. McFarland)
126. Hoskins Drug Co.
3626 Rozzell Ferry Rd.
(Kenneth Spoon)
1194. Hotel Charlotte Pharmacy, Inc.
239 W. Trade St. (Francis Muratori)
1256. Hotel Selwyn Pharmacy
132 W. Trade St. (R. O. Harris)
128. Independence Drug Store
801 N. Graham St. (J. T. Haugh)
902. Kiser Drug Co.
2400 Wilkinson Blvd. (J. C. Kiser)
893. Liggett Drug Company, Inc.
100-102 N. Tryon St. (T. E. Cobb)
131. Lisk Pharmacy
826 E. Trade St. (D. C. Lisk)

1139. Medical Pharmacy
1010 Kings Drive (E. B. Eadie)
1069. Mercy Hospital Pharmacy
2000 E. 5th St. (Gilbert Colina)
1269. Modern Pharmacy
1808 Rozzell Ferry Rd. (Ruth Agnew)
815. Myers Park Pharmacy
1400 E. Morehead St.
(H. W. Wohford)
136. Niven Drug Co.
131 E. Park Ave. (O. L. Johnson)
137. Park Place Pharmacy
613 Providence Road (J. B. Hunter)
1073. Plaza Hill Pharmacy, Inc.
2513 Plaza Road (A. E. Galloway)
932. Presbyterian Hospital Pharmacy
200 Hawthorne Lane (J. H. Rosser)
934. Queen City Pharmacy
422 E. Second St. (C. F. Rice)
141. Rex Drug Store
417 E. Second St. (J. H. Isler)
1120. Rhodes Pharmacy
1621 Parkwood Ave. (C. R. Rhodes)
142. Rhyne Drug Store
306 E. Morehead St. (C. L. Rhyne)
1130. Sedgfield Drug Company
2801 S. Boulevard (Henry Huber)
143. Selwyn Cut-Rate Drug Store, Inc.
319 W. Trade St. (J. S. Nance)
144. Stanley Drug Stores, Inc.
1959 E. 7th St. (V. E. Stanley)
1122. Sterling Drug Company, Inc.
1501 Elizabeth Ave. (J. C. Murphy)
145. Sterling Drug Store, Inc.
401 N. Tryon St. (W. V. Proctor)
129. Jas. P. Stowe & Co., Inc.
300 S. Tryon St. (C. I. Webb)
146. T. A. Walker, Inc.
332 N. Tryon St. (F. H. Cline)
1164. Whitehead Pharmacy
305 N. Caswell Rd. (T. E. Whitehead)
1189. Wilson & Holmes Pharmacy
421 S. Brevard St. (Griffin Wakefield)

CHERRYVILLE—Gaston County

150. Allen Drug Co.
110 E. Main St. (H. H. Allen, Jr.)
151. Houser Drug Co., Inc.
100 E. Main St. (W. H. Houser)

CHINA GROVE—Rowan County

913. Brown Drug Company
Main St. (J. H. Brown)
1141. China Grove Drug Co.
Main St. (R. A. Kiser)

CLARKTON—Bladen County

154. Clark's Drug Store*
(D. D. Clark, M.D.)

CLAYTON—Johnston County

155. Beddingfield Bros.
26 W. Main St. (C. H. Beddingfield)
156. Whitley-Bain Drug Co., Inc.
Main St. (J. D. Bain)
1247. Clemmons Pharmacy
In The Triangle (R. E. Scharff)

CLEVELAND—Rowan County

848. Cleveland Drug Co.*
(J. A. Brown, M.D.)

CLIFFSIDE—Rutherford County

158. Mills Drug Co.
(J. C. Mills)

CLINTON—Sampson County

159. Butler's Pharmacy
204 Main St. (R. J. Darden)
1232. Holmes Drug Store
510 Lisbon St. (J. M. Holmes, Jr.)
1035. McLean Pharmacy
120 Main St. (G. W. McLean)
161. Moseley Chesnutt
110 Main St. (Moseley Chesnutt)
162. Register's Drug Store
Vance St. (M. O. Register)
160. Reynold's Drug Co.
Main and Lisbon Sts.
(L. A. Warren, Jr.)
1246. Sampson's Pharmacy
700 McCoy St. (R. R. Sampson)

CLYDE—Haywood County

163. Clyde Pharmacy
Main Street (A. J. Miller)

COATS—Harnett County

1113. McKnight's Drug Store
Main St. (L. E. McKnight, Jr.)

COLERAIN—Bertie County

165. Wade's Pharmacy*
(J. L. Darden, Jr., M.D.)

COLUMBIA—Tyrrell County

166. Tyrrell Drug Co.
Main St. (R. S. Knight, Jr.)

CONCORD—Cabarrus County

167. Airheart Pharmacy
Market St. (W. F. Rhodes)

168. Cabarrus Drug Co.
16 S. Union St. (J. V. Jenkins)
944. Cabarrus Memorial Hospital Pharmacy
(J. W. Mitchner)
170. Gibson's Inc.
1 S. Union St. (Thomas Harris)
171. Pearl Drug Co.
2 S. Union St. (H. A. Barringer)
172. Porter Drug Company, Inc.
8 S. Union St. (Chas. D. Porter)
173. Whitmore Drug Company
80 S. Union St. (H. E. Whitley)
- CONOVER—Catawba County
175. Bowman Drug Co.
Main St. (C. E. Bowman)
176. Conover Drug Co.
Main St. (C. R. Yoder)
- CONWAY—Northampton County
177. Taylor Drug Co.
(L. B. Taylor)
- COOLEEMEE—Davie County
178. Cooleemee Drug Co.
(M. H. Hoyle)
- CORNELIUS—Mecklenburg County
179. Guion Drug Co.
(C. D. Guion)
- CRAMERTON—Gaston County
180. Cramerton Drug Co.
8th Ave. (T. H. Wilson)
- CREEDMOOR—Granville County
- Creedmoor Drug Co. (C. H. Fleming)
- CROSSNORE—Avery County
181. Crossnore Drug Store
Box 186 (W. D. Tennant, Jr.)
- DALLAS—Gaston County
919. Summey Drug Company
(W. L. Summey)
- DAVIDSON—Mecklenburg County
184. White Drug Company
131 Main St. (C. S. Goodrum)
- DENTON—Davidson County
185. Denton Drug Store
Main St. (W. L. Lamar)
- DOBSON—Surry County
1134. Dobson Drug Store
(V. R. Howell)
- DRAPER—Rockingham County
1228. Draper Pharmacy
Fieldcrest Rd. (J. W. Chandler)
1017. Lasley Drug Store
Fieldcrest Ave. (C. G. Lasley)
- DREXEL—Burke County
923. Drexel Drug Company
(C. F. Turner)
- DUNN—Harnett County
188. Butler & Carroll Drug Co., Inc.
129 E. Broad St. (W. W. Carroll, Sr.)
189. Dunn Pharmacy
218 E. Broad St. (Allene Warren)
1053. Fitchett Drug Store of Dunn, Inc.
128 E. Broad St. (J. W. Thornton)
191. Hood Drug Store
112 E. Broad St. (P. C. Hood)
1202. Thomas Drug Store
323 E. Broad St. (J. I. Thomas)
- DURHAM—Durham County
193. Boone Drug Company
100 W. Parrish St. (D. L. Boone, Sr.)
738. Brewer's Drug Store
700 Ninth St. (S. O. Brewer, Sr.)
900. Broad Street Drug Company, Inc.
1139 Broad St. (O. L. Umstead)
1250. Bull City Drug Store
610 Fayetteville St. (S. T. James, Sr.)
1051. Carswell Drug Co., Inc.
Club Blvd. and Watts St.
(A. P. Carswell)
1000. Center Drug Store of Durham, Inc.
2926 Roxboro Road (M. D. Herndon)
213. Crabtree Pharmacy
2100 Angier Ave. (A. H. King)
192. Don Booth Drug Co.
1009 W. Chapel Hill St. (G. D. Booth)
197. Duke Hospital Pharmacy
Duke University (I. T. Reamer)
198. Durham Drug Co.
330 W. Main St. (J. R. Casteel)
199. Eckerd Drugs, Inc.
122 W. Main St. (V. A. Shore)
1065. Edgemont Pharmacy
1114 Angier Ave. (R. G. Kale)
200. Garrett's Biltmore Drug Store
332 E. Pettigrew St. (Y. D. Garrett)
201. Holloway Street Pharmacy
1026 Holloway St. (J. C. Taylor)
202. Hospital Pharmacy
1124 Broad St. (B. W. Spencer, Jr.)

739. McDonald's Drug Store
732 Ninth St. (J. C. McDonald)
1236. McPherson Hospital Pharmacy
1110 W. Main St. (H. F. Padgett)
203. Mangum St. Pharmacy
806 N. Mangum St. (H. C. Chapman)
205. North Durham Drug Store
714 Mangum St. (E. S. Swindell)
892. Northgate Pharmacy
2911 Roxboro Road (E. L. Rigsbee)
1196. The Prescription Shop
316 S. Gregson St. (J. K. McCoy)
207. Rogers Drug Co., Inc.
202 Mangum St. (R. P. Rogers, Sr.)
840. Sawyer & Moore, Inc.
1014 W. Main St. (John Pickard)
1043. Sullivan's Pharmacy
402 S. Driver Ave. (L. S. Sullivan)
209. Walgreen Co.
102 W. Main St. (B. M. Forbus)
210. Watts Hospital Pharmacy
Broad St. (H. L. Kelly)
862. Well's Drugs
110 Corcoran St. (W. F. Lynch)
211. West Side Pharmacy
701 Chapel Hill St. (J. C. Harris)
1128. Womble's Pharmacy
601 E. Main St. (D. J. Womble)
- EDENTON—Chowan County
214. Leggett & Davis, Inc.
(J. W. Davis, Sr.)
215. Mitchener's Pharmacy
301 S. Broad St. (J. A. Mitchener, Jr.)
- ELIZABETH CITY—Pasquotank County
220. The Apothecary Shop
406 E. Main St. (J. E. Sparks)
905. Jacock's Pharmacy
205 S. Poindexter St. (F. G. Jacock)
219. Overman & Stevenson
512 E. Main St. (J. T. Stevenson)
- ELIZABETH TOWN—Bladen County
221. Bennett-Stone Pharmacy
Broad St. (B. F. Stone)
222. Hutchinson Drug Store
Main St. (J. C. Edwards)
1090. Smith's Drug Store
Broad and Main Sts.
(L. I. Grantham)
- ELKIN—Surry County
223. Abernethy's Pharmacy
109 W. Main St. (P. L. Fisher)
224. Elk Pharmacy, Inc.
115 E. Main St. (D. A. Irwin)
225. Royall Drug Co., Inc.
128 W. Main St. (G. E. Royall, Jr.)
- ELLERBE—Richmond County
226. Warner Drug Co.
Main St. (V. L. Strout)
- ELM CITY—Wilson County
1226. Dean Drug Co.
(A. M. Dean)
228. Elm City Pharmacy
Main St. (M. L. Davis)
- ENFIELD—Halifax County
230. W. E. Beavans Drug Store
(S. C. Beavans)
229. Harrison Drug Company
Railroad St. (W. M. Fowlkes)
231. Whitehead Drug Co.
(J. D. Whitehead)
- ENKA—Buncombe County
233. Elson's Drug Store
(Shuford Snyder)
232. Enka Food & Drug
(J. R. Elson)
- ERWIN—Harnett County
234. E. R. Thomas Drug Co.
(E. R. Thomas)
- FAIR BLUFF—Columbus County
235. Floyd-Anderson Drug Co.
(M. W. Davis II)
236. B. F. Rogers Drug Co.
(M. J. Atkinson)
- FAIRMONT—Robeson County
237. Fairmont Drug Co., Inc.
Main at Center Sts. (P. H. Thompson)
1046. Mitchell and Caudell, Inc.
Main St. (H. E. Malion)
1026. Webster's Pharmacy
(W. B. Webster)
- FAISON—Duplin County
239. Morton's Drug Store
(J. X. Morton, M.D.)
- FAITH—Rowan County
847. Barger & Co.*
Main St. (C. E. Brown, M.D.)
- FARMVILLE—Pitt County
1176. City Drug Company
103 S. Main St. (J. M. Wheless, Jr.)

FAYETTEVILLE—Cumberland County

243. Bender's Drug Store
201 Hay St. (L. L. Rouse)
244. Fayetteville Drug Co.
114 Gillespie St. (B. C. Brooks)
246. Henderson Drug Store
125 Person St. (A. J. Henderson)
247. H. R. Horne & Sons
124 Hay St. (H. R. Horne)
1205. K and F Drug Store
1212 Fort Bragg Road
(L. C. Tomlinson)
248. MacKethan & Company, Druggists
102 Person St. (H. P. Underwood, Jr.)
1209. Markham Drug Co.
101 Hay St. (G. W. Markham)
249. Matthews' Pharmacy
427 Hay St. (R. V. McBryde)
982. Reaves' Drug Store
240 Hay St. (L. E. Reaves, Jr.)
250. Service Drug Store
113 Gillespie St. (F. D. Williston)
1241. Strickland-Matthews Drug Store
1201 Hay St. (C. B. Strickland)
890. Williams' Drug Store
502 Hillsboro St. (N. M. Parker)
908. Wooten Drug Company
1226 Fort Bragg Rd. (J. W. Wooten)

FLETCHER—Henderson County

912. Fletcher Pharmacy
Asheville Highway (Q. H. Beck)

FONTANA DAM—Graham County

999. Fontana Drug Store*
(S. R. Miller, Jr., M.D.)

FOREST CITY—Rutherford County

974. Forest City Drug Company
200 E. Main St. (W. L. Cowan)
254. Piedmont Drug Company
6 W. Main St. (J. S. Rudisill)
255. Smith's Cut-Rate Drug Store
227 E. Main St. (L. D. Shuford)

FORT BRAGG—Cumberland County

1159. Bender's Drug Store
Mallonee Village (R. E. Bullard)

FOUNTAIN—Pitt County

256. Beasley Drug Co.*
(E. B. Beasley, M.D.)

FOUR OAKS—Johnston County

1158. Austin's Drug Store
Main St. (A. F. Morris)

257. Four Oaks Drug Company
E. Main St. (R. C. Canaday)

FRANKLIN—Macon County

258. Angel Drug Store
(H. E. Roper)
1216. Carolina Pharmacy
(G. B. Woodward)
259. Perry's Drug Store
(V. H. Perry)

FRANKLINTON—Franklin County

995. Corner Drug Store
2 N. Main St. (D. O. Langston)
260. L. W. Henderson's Pharmacy
102 Main St. (W. L. Stone)

FREMONT—Wayne County

1042. Fremont Pharmacy
(J. S. Stewart)

FUQUAY SPRINGS—Wake County

262. Elliott's Pharmacy
202 S. Main St. (A. G. Elliott, Jr.)
263. Johnson's Drug Store
(W. W. Johnson)

GARLAND—Sampson County

1079. Garland Drug Company
(H. C. Rich)
264. L. A. Warren & Son
(L. A. Warren)

GASTONIA—Gaston County

1085. Caldwell Drug Store, Inc.
611 E. Franklin Ave. (J. E. Brison)
269. Franklin Drug Store
1343 W. Franklin Ave. (H. C. Bell)
1191. Gaston Memorial Hospital Pharmacy
401 N. Highland (R. W. Hardy)
270. Kennedy's, Inc.
215 W. Main St. (E. C. Adams)
268. Moss Rexall Drugs
1051 W. Franklin Ave. (F. M. Moss)
271. Rhyné's Drug Store
1516 E. Ozark Ave. (W. F. Rhyné)
969. Smith's Cut-Rate Drugs
155-157 W. Main Ave. (L. B. Stacy)
272. Smith's Cut-Rate Drugs
121 W. Main Ave. (G. S. Templeton)
1157. Square Pharmacy
254 W. Page Ave. (N. A. Smith)

GIBSON—Scotland County

1244. Gibson Drug Co.
(Evelyn Hunsucker)

740. Smith's Drug Store
N. Main St. (J. P. F. Smith)
- GIBSONVILLE—Guilford County
275. Gibsonville Drug Co.
Main St. (L. A. Wharton)
- GLEN ALPINE—Burke County
276. Clinic Drug Store
(H. F. Bobbitt)
- GOLDSBORO—Wayne County
914. Ash Street Pharmacy
814 E. Ash St. (G. P. Thornton)
278. Brown Drug Co., Inc.
130 E. Walnut St.
(E. L. Pilkington, Sr.)
863. Bunch's Drug Store
144 N. Center St. (Herbert Taylor)
279. Cash Drug Company
133 E. Walnut St. (T. E. Smith)
1257. Gibson's Drug Store
Cor. William and Ash Sts.
(J. E. F. Hicks)
280. Goldsboro Drug Co.
101 N. Center St. (B. R. Ward)
281. Jackson Drug Co.
400 S. James St. (Osceola Jackson)
282. Ratley's Drug Store
122 S. Center St. (W. A. Ratley)
283. Robinson's Drug Store
143 S. Center St. (T. R. Robinson, Jr.)
1261. Vinson Drug Store
138 W. Walnut St. (J. T. Vinson, Sr.)
865. Wayne Drug Store, Inc.
123 W. Walnut St. (H. P. Cogdell)
- GOLDSTON—Chatham County
962. Lee Drug Store
(Ray Brooks)
- GRAHAM—Alamance County
1156. Graham Drug Store
142 N. Main St. (J. T. Dillehay)
287. Wrike Drug Company
108 N. Main St. (W. C. Wrike)
- GRANITE FALLS—Caldwell County
885. Caldwell Drug Store
(Brem Bonner)
- GREENSBORO—Guilford County
290. Asheboro Street Pharmacy
420 Asheboro St. (J. T. Usher)
291. Best Drug Store
1104 Asheboro St. (J. H. Best)
824. College Drug Store
1003 Spring-Garden St.
(R. A. Buchanan)
1006. Crutchfield-Browning Drug Co.
357 N. Elm St. (T. G. Crutchfield)
1185. Crutchfield-Browning Drug Store
No. 2, Inc.
2166 Lawndale Drive (W. C. Brown)
1150. Eccles Drug Store
914 Gorrell St. (W. H. King)
1110. Edmonds Summit Center Drug Store
952 Summit Avenue (G. H. Edmonds)
1215. Elam Drug Company, Inc.
2112 Walker Ave. (J. V. Farrington)
816. Elm Street Pharmacy, Inc.
376 N. Elm St. (T. W. Russell)
292. C. C. Fordham Drug Store
514 S. Elm St. (C. C. Fordham, Jr.)
897. Franklin's Drug Store
401 Tate St. (R. E. Franklin)
298. Greene Street Drug Company
124 S. Greene St. (J. W. Tyson)
299. Greensboro Drug Co.
230 W. Market St. (C. M. Fordham)
1138. Guilford Drug Company
100 S. Elm St. (David Stang)
300. Home Drug Store
1204 Grove St. (J. F. Pickard)
981. Hotel Pharmacy
235 N. Elm St. (J. C. Coble)
302. Mann's O. Henry Drug Store
121 S. Elm St. (I. L. Zuckerman)
303. McDuffie-Eubanks Drug Co.
100 N. Elm St. (R. A. McDuffie)
1181. McFalls Sunset Drug Co.
1610 Madison Ave. (S. W. McFalls)
998. McNair Brothers' Drug Store
900 E. Market St. (W. O. McNair)
1242. The Moses H. Cone Memorial
Hospital Pharmacy
1200 N. Elm St. (C. U. Paoloni)
305. Oliver's
457 W. Market St. (E. W. Oliver)
306. Sykes Drug Company
1227 4th St. (R. J. Sykes)
308. Textile Drug Company
2109 Church St. (R. C. Maless)
310. Walgreen Co.
218 S. Elm St. (W. C. Sharpe)
1068. White Oak Drug Co.
2435 Fairview St. (W. B. Evans)
311. Wilkerson Drug Co., Inc.
123 N. Elm St. (I. O. Wilkerson)

295. Wynn Drug Store
814 Gorrell St. (W. M. Wynn)

GREENVILLE—Pitt County

312. Basart's Drug Store
712 Dickinson Ave. (J. M. Basart)
313. Bell's Pharmacy
302 Evans St. (J. D. Blalock)
1016. Biggs Drug Store
301 Evans St. (J. W. S. Biggs)
314. Bissette's Drug Store No. 2
416 Evans St. (R. H. Seaborn)
315. Greenville Drug Co.
Five Points (J. K. Brown)
316. Harrison Drug Store
908 Dickerson Ave. (T. N. Harrison)
317. Hill Horne, Druggist
300 Contentnea St. (W. H. Horne)
838. Hollowell's Drug Store
922 Dickinson Ave. (W. C. Hollowell)
318. Warren's Drug Store
408 Evans St. (B. S. Warren, Jr.)

GRIFTON—Pitt County

319. Grifton Pharmacy
(Joseph House, Jr.)
401. Haymore Drug Co.
(J. B. Haymore)

GUILFORD COLLEGE—Guilford County

1172. Guilford College Drug Company
Friendly Road (A. R. Hawkins, Jr.)

HALIFAX—Halifax County

321. Vinson's Pharmacy
Main St. (E. L. Vinson)

HAMLET—Richmond County

322. Birmingham Drug Co.
27 Main St. (J. S. Birmingham)
820. Campbell Pharmacy
23 Hamlet Ave. (F. E. Campbell)
813. Mabry and Wabberson Drug Store
Main St. (C. S. Mabry)

HAVELOCK—Craven County

1020. Cherry Point Pharmacy
Roosevelt Blvd. (Erma Derr)

HAW RIVER—Alamauce County

1145. Haw River Pharmacy
(M. R. Caruthers)

HAYESVILLE—Clay County

327. Hayesville Pharmacy*
(L. R. Staton, M.D.)

HAZELWOOD—Haywood County

1015. Hazelwood Pharmacy
Main and Church Sts. (R. F. Keenum)

ENDERSON—Vance County

1039. Connell's Drug Store
211 S. Garnett St. (J. P. B. Connell)
329. Douglas Drug Store
120 Horner St. (J. D. Douglas)
929. Henderson Drug Co.
101 S. Garnett St. (Clifton Bullock)
1213. Hocutt Drugs
315 S. Garnett St. (D. D. Hocutt)
331. Miles Pharmacy
S. Garnett St. (M. C. Miles)
332. Page Drug Co., Inc.
226 S. Garnett St. (C. E. Page, Jr.)
333. Parker's Drug Store
206 Garnett St. (Frank Barnett, Jr.)
334. Peoples Service Drug Store
112 Garnett St. (J. G. Tolson, Jr.)
335. Southside Drug Company
1046 S. William St. (C. B. White)
336. White's Drug Store
229 Garnett St. (J. J. White)
337. Woolard's
134 S. Garnett St. (E. W. Woolard)

ENDERSONVILLE—Henderson County

1033. Beck Bros. Pharmacy
231 N. Main St. (A. L. Beck, Jr.)
836. Economy Drug Store
Main at Fifth (R. C. Wilson)
339. Freeze Drug Company, Inc.
527 N. Main St. (Wiltshire Griffith)
340. Jackson Pharmacy
4th Ave. W. and Church St.
(E. L. Feagin)
1010. Justus Pharmacy
303 N. Main St. (C. C. Oates, Jr.)
342. Rose Pharmacy
351 North Main St. (W. L. Harper)
343. Wilson Drug Company
417 Seventh Ave., E. (J. R. Whitley)

HICKORY—Catawba County

1022. Black's Drug Store, Inc.
1350 Union Square (W. H. Thornton)
344. Hickory Drug Co., Inc.
202 Union Square (J. S. O'Daniel)
345. Highland Drug Store
813 Highland Ave., N.E. (C. A. Brady)
346. King's Pharmacy
40 2nd St., N.W. (B. F. King)

347. Lutz Drug Co., Inc.
270 Union Square (H. C. Lutz, Sr.)

349. Ninth Avenue Pharmacy
Government Ave. and Federal St.
(W. R. McDonald)

350. Shook Drug Co.
2805 Ninth Ave. (Eulon Shook)

HIGHLANDS—Macon County

351. Highlands Drug Store
4th St. (C. E. Mitchell)

HIGH POINT—Guilford County

352. Anderson's West End Drug Store
1550 English St. (E. R. Anderson, Jr.)

353. Arthur's Pharmacy
1248 S. Main St. (A. E. Joiner)

853. Cecil's Drug Store
121 N. Main St. (Irving Tilles)

357. Eckerd Drugs, Inc.
140 S. Main St. (J. N. Stamps)

931. Greene Drug Company, Inc.
610 N. Main St. (James Kerr)

358. Hoffman Drug Co.
1001 E. Green St. (J. F. Hoffman, Jr.)

359. Ingram's Pharmacy
1301 N. Main St. (L. M. Ingram)

361. Koonts-McGhee Drug Co., Inc.
308 S. Main (A. A. Koonts)

362. Leonard's Drug Store
1401 N. Main St. (H. B. Leonard, Jr.)

363. Mann Drug Store No. 1
104 N. Main St. (J. C. Southern)

364. Mann Drug Co. No. 2
640 N. Main St. (L. H. Carter)

365. McLarty Drug Co.
521 N. Main St. (J. L. Cobb)

355. C. A. Ring & Sons
1561 English St. (C. A. Ring)

366. Ring-Harris Pharmacy, Inc.
122 N. Main St. (W. B. Harris)

368. Washington St. Pharmacy
731 E. Washington St.
(A. M. Greenwood)

WILDEBRAN—Burke County

1210. Brandon's Pharmacy
(L. R. Brandon)

HILLSBORO—Orange County

920. Corner Drug Store
(B. B. Forrest)

369. James Pharmacy
109 N. Churton St. (C. J. James)

HOPE MILLS—Cumberland County

859. Clinic Pharmacy (J. T. Henley)

HOT SPRINGS—Madison County

845. Mountain Park Pharmacy
(T. M. Bruce)

JACKSON—Northampton County

373. Jackson Drug Co.
(A. L. Cochrane, Jr.)

JACKSONVILLE—Onslow County

374. Johnson's Drug Store
(G. P. Johnson)

1245. Kaleel's Drug Store
New Bridge St. (P. M. Arps)

375. Ketchum Drug Co., Inc.
(C. A. Taylor)

1221. New River Pharmacy
New River Apts. Business Center
(A. P. Rachide)

JAMESTOWN—Guilford County

1098. Jamestown Drug Store
(J. E. Tilley)

KANNAPOLIS—Cabarrus County

377. Black's Drug Store No. 1
1105 S. Main St. (C. H. Sanders)

378. Black's Drug Store No. 2
Cannon Blvd. (H. H. Hauss)

379. Black's Drug Store No. 3
110 West Ave. (H. C. Champion)

1255. Black's Drug Store No. 4, Inc.
119 West Ave. (Betty H. Anll)

381. Kannapolis Drug Co., Inc.
128 S. Main St. (Leon Smith)

1060. Lewis Drug Co., Inc.
149 West Ave. (W. C. Lewis)

382. Mann's Cut Rate Drug Store
119 S. Main St. (Stamey Carter)

1027. Martin Drug Company
922 N. Main St. (J. D. Mitchell)

384. F. L. Smith Drug Co., Inc.
148 S. Main St. (J. B. Woodard)

1262. Kenansville Drug Store
Main St. (R. J. Boaz)

KENLY—Johnston County

387. Kenly Drug Co.
Main St. (C. E. Gillikin)

941. Talton Drug Co.
(B. B. Beddingfield)

1271. Kernersville Pharmacy
Main St. (Joe L. Pinnix)

389. Pinnix Drug Store
(J. M. Pinnix)
1227. King Drug Co.
(J. B. Sprinkle)
- KINGS MOUNTAIN—Cleveland County
391. Griffin Drug Co.
207 Mountain St. (E. W. Griffin, Jr.)
392. Kings Mountain Drug Company
Battleground Rd. (C. D. Blanton)
- KINSTON—Lenoir County
394. College Street Pharmacy
1009 College St. (E. L. Bradshaw)
961. Hogan's Pharmacy
815 N. Queen St. (A. L. Hogan)
397. J. E. Hood and Co., Inc.
203 N. Queen St. (J. C. Hood)
1143. Hood's Parkview Drugs
North Queen St., Ext.
(Wayne Mitchell)
1222. Kinston Clinic Pharmacy
Glenwood Ave. (W. P. Johnson)
1095. Lenoir Drug Co.
129 S. Queen St. (E. C. Buchanan)
1240. E. B. Marston Drug Co.
132 N. Queen St. (Lawrence Britt)
937. Sewell's Pharmacy
121 E. Gordon St. (G. L. Sewell)
398. Standard Drug Co. No. 1
216 N. Queen St. (Alden Hobbs)
399. Standard Drug Co. No. 2
Cor. Queen & Caswell Sts.
(W. G. Forrest)
1179. Standard Drug Co. No. 3
135 W. North St. (D. R. Browning)
400. Temple Drug Co.
304 N. Queen St. (E. C. Worthington)
- KNIGHTDALE—Wake County
402. Knightdale Pharmacy*
(R. R. Weathers, M.D.)
- LA GRANGE—Lenoir County
403. Adams Drug Co.
(R. E. Collins)
1265. La Grange Pharmacy
Caswell St. (R. L. Dewar)
- LAKE WACCAW—Columbus County
404. Lake Drug Store*
(J. R. Howard, M.D.)
- LANDIS—Rowan County
405. Linn-Edwards Drug Co., Inc.
(T. L. Linn)

LAUREL HILL—Scotland County

948. Laurel Hill Drug Store*
(L. L. Packer, Jr., M.D.)

LAURINBURG—Scotland County

406. Everington Drug Store
110 S. Main St. (J. A. Betts)
407. J. T. Fields, Jr.
302 Main St. (J. T. Fields, Jr.)
823. Legion Drug Store
301 Main St. (G. S. Coble)
410. Scotland Drug Co., Inc.
Main St. (L. J. Lea)

LEAKSVILLE—Rockingham County

411. Carolina Drug Co.
101 W. Washington St.
(N. H. McCollum, Jr.)
412. Chandler Drug Co.
Washington St. (E. O. Chandler)
413. Chandler Drug Co. No. 2
Blvd. St. (S. L. Martin, Jr.)
1183. Kirkpatrick Drug Co.
133 Monroe St.
(T. M. Kirkpatrick, Jr.)

LENOIR—Caldwell County

1077. Ballew's Cash Pharmacy
115 S. Main St. (Paul L. Cloer)
415. Blackwelder Hospital Pharmacy
205 S. Boundary St. (C. O. Huntley)
416. Dayvault's Drug Store
133 West Ave. (F. W. Dayvault)
417. Lenoir Drug Co.
(E. H. Tate)
418. McNairy's Drug Store
111 West Ave. (H. M. Deal)

LEXINGTON—Davidson County

419. City Drug Co., Inc.
E. First Ave. (U. F. Crissman)
958. Community Drug Store
114 N. Main St. (G. S. White)
421. Lexington Drug Co.
16 S. Main St. (W. F. Welborn)
1037. Mann's Drug Store
114 S. Main St. (B. S. Goode)
422. Peoples Drug Store, Inc.
23 S. Main St. (R. H. Bigham)

LIBERTY—Randolph County

424. Liberty Drug Co.
117 Swannanoa (H. E. Lovett)

LILLINGTON—Harnett County

426. Kelly's Drug Store
(G. C. Kelly)

918. LaFayette Drug Co.
(J. P. Bradley)

LINCOLTON—Lincoln County

1203. Crowell Hospital Pharmacy
410 S. Aspen St. (Peggy Simmons)

427. The Economy Drug Store
Main St. (Jimmie Bowers)

1050. Lawing-Keziah Drug Co., Inc.
Main St. (C. W. Young)

429. Lincoln Cut Rate Drugs, Inc.
Main St. (E. E. Adams)

LITTLETON—Halifax County

430. Browning's Drug Store
S. Main St. (B. H. Browning)

431. Threewitts' Drug Store
(C. A. Johnston)

LOUISBURG—Franklin County

432. Boddie Drug Store
Cor. Nash and Main Sts.
(F. D. Culpepper)

434. O'Neal Drug Co.
N. Main St. (W. A. Andrews, Sr.)

433. F. R. Pleasants, Pharmacist
(F. R. Pleasants)

435. Scoggin Drug Store
Cor. Main and Nash Sts.
(L. E. Scoggins, Sr.)

LOWELL—Gaston County

436. Lowell Drug Co., Inc.
(J. E. Waldrop)

LUCAMA—Wilson County

437. Cash Drug Store*
Main St. (B. H. Hackney, M.D.)

LUMBERTON—Robeson County

438. Hedgpeth Pharmacy
4th and Chestnut Sts. (J. C. Jackson)

440. Johnson Drug Store
4th and Elm Sts.
(Harriett A. Robinson)

1263. Lumberton Drug Co.
Elm St. (Frank McMillan)

439. McMillan's Drug Store
313 Elm St. (J. M. Rancke)

1243. Pine Street Drugs, Inc.
19th and Pine Sts.
(J. E. Turlington)

443. Sanford Drug Company
3rd and Chestnut Sts.
(R. D. Sanford)

MACCLESFIELD—Edgecombe County

444. Martin Drug Co.*
(J. E. Wright, M.D.)

MADISON—Rockingham County

446. Brown-McFalls Drug Co., Inc.
106 Murphy St. (C. D. McFalls)

445. Madison Drug Co., Inc.
Cor. Market and Murphy Sts.
(W. R. Roycroft)

1064. Underhill-Kallan Drug Company
Market Street (J. A. Underhill)

MAIDEN—Catawba County

447. Campbell's Drug Store
Main St. (H. T. Campbell)

MANTEO—Dare County

975. Fearings, Inc.
(M. K. Fearing, Jr.)

MARION—McDowell County

451. Evans Rexall Drugs
12 S. Main St. (J. E. Evans)

452. Streetman Drug Co.
31 Main St. (G. B. Finley)

453. Tainter's
Main and Henderson Sts.
(Dean Tainter)

MARSHALL—Madison County

454. Moore's Pharmacy
(P. H. Dinwiddie)

455. Roberts Pharmacy
Main St. (H. E. Roberts)

MARS HILL—Madison County

456. Mars Hill Pharmacy
(L. W. Aiken)

MARSHVILLE—Union County

457. Guion's Drug Store
Main and Elm Sts. (H. N. Guion)

458. McBride Drug Store
Main St. (T. L. McBride)

459. Union Drug Store
(Phil Gaddy)

MAXTON—Robeson County

461. Austin-Gilbert Drug Co.
(L. M. Gilbert, Jr.)

980. Rice's Drug Store
(L. D. Rice)

MEBANE—Alamance County

- 463. Carolina Drug Company
111-115 E. Center St. (J. S. White)
- 464. Mebane Drug Co.
111 N. Fourth St. (D. F. White)
- 465. Warren's Drug Store
114 W. Clay St. (C. S. Oakley)

MICRO—Johnston County

- 466. Hinnant Drug Co.*
(D. M. Hinnant, M.D.)

MIDDLESEX—Nash County

- 1259. Thomas Drug Store
Main St. (H. G. Thomas)

MIDWAY PARK—Onslow County

- 888. Ketchum Drug Co., Inc.
Shopping Center (H. R. Simmons)

MOCKSVILLE—Davie County

- 468. Hall Drug Co.
N. Main St. (S. B. Hall)
- 469. Wilkins Drug Co., Inc.
Court Square (R. W. Collette)

MONROE—Union County

- 470. Gamble Drug Store
317 N. Main St. (J. P. Gamble)
- 471. Jones Drug Co., Inc.
218 N. Main St. (Dolan Jones)
- 472. Seerest Drug Company, Inc.
101 W. Franklin St.
(V. V. Seerest, Jr.)
- 473. Wilson Drug Co., Inc.
118 N. Main St. (C. A. Wilson)

MOORESVILLE—Iredell County

- 1162. Geo. C. Goodman Co.
Main & Center St. (J. C. Gabriel)
- 1206. Medical Centre Pharmacy
Statesville Ave. (J. T. Gardner)
- 476. Miller Drug Co., Inc.
28 N. Main St. (S. H. Price)
- 857. Mooresville Drug Company
108 N. Main St. (C. M. Crowell, Jr.)
- 475. J. A. White & Company
422 S. Main St. (P. V. Waters)

MOREHEAD CITY—Carteret County

- 478. Morehead City Drug Co.
813 Arendall St.
(Dewey Stonestreet)
- 870. S. and W. Drug Store
Arendall St. (D. S. Pigott)

MORGANTON—Burke County

- 1126. Community Pharmacy, Inc.
401 S. King St. (G. B. Propst)
- 480. Cornwell Drug Company
Union St. (W. D. Allen)
- 481. Kibler Drug Company, Inc.
115 W. Union (R. E. Kibler)
- 482. Phillips Drug Co.
120 N. Sterling St. (W. P. Phillips)
- 483. Spake Pharmacy
100 Sterling St. (Z. L. Finger)
- 1041. Whiteley's Pharmacy
136 Union St. (I. C. Whiteley)

MORVEN—Anson County

- 484. Morven Drug Co., Inc.
Main St. (L. L. Williams)
- 996. Walters Drug Company
Main St. (J. E. Walters)

MOUNT AIRY—Surry County

- 485. Hollingsworth Drug Co.
15 S. Main St. (A. B. Macon)
- 1226. Hollingsworth Pharmacy
South and Pine Sts. (J. H. Baker)
- 487. Lamm Drug Co.
47 S. Main St. (L. M. Lamm)
- 488. Turnmyre's Drug Store
31 S. Main St. (A. P. Turnmyre)
- 489. W. S. Wolfe Drug Co.
55 S. Main St. (W. S. Wolfe)

MOUNT GILEAD—Montgomery County

- 490. Cochran-Ridenhour Drug Co.
Main St. (D. G. Ridenhour)

MOUNT HOLLY—Gaston County

- 984. Charlie's Drug Sundries, Inc.
100 South Main St. (H. T. Horsley)
- 491. Holland Drug Co.
(W. F. Holland)
- 492. Summey Drug Co., Inc.
107 S. Main St. (K. N. Summey)

MOUNT OLIVE—Wayne County

- 1075. Clinie Drug Co.
210 N. Center St. (S. B. Boyd)
- 493. Glenn & Martin Drug Co.
101 S. Center St. (J. S. Glenn)
- 494. Lewis Drug Co.
Center St. (W. K. Lewis)

MOUNT PLEASANT—Cabarrus County

- 495. A. W. Moose Co.
(H. A. Moose)

MURFREESBORO—Hertford County

496. Nicholson Pharmacy, Inc.
(E. N. Nicholson)

MURPHY—Cherokee County

497. The Mauney Drug Co.
100 N. Valley River Ave.
(W. M. Mauney)
498. Parker's Drug Store
100 S. Valley River Ave.
(R. S. Parker)

NASHVILLE—Nash County

499. Nashville Drug Co.
Cor. Washington and Boddie Sts.
(A. R. Johnson)
500. Ward Drug Co.
320 W. Washington St.
(J. L. Baker)

NEW BERN—Craven County

502. Bynum's Drug Store
240 Middle St. (C. W. Bynum)
872. City Drug Store
202 Middle St. (M. B. Langston, Jr.)
503. Clark's Drug Store of
New Bern, N. C., Inc.
Broad and Middle Sts. (S. G. Clark)
505. Hill's Five Points Drug Store
1006 Broad St. (G. L. Hill, Sr.)
501. Joe Anderson's Drug Store
901 Broad St. (Joe Anderson)
506. Pinnix Drug Store
Hancock & Queen Sts.
(W. M. Pinnix)
507. Tony's Drug Store
1114 Queen St. (T. A. Libbus)

NEWTON—Catawba County

833. City Pharmacy
College and A Sts. (E. B. Clapp)
510. H. & W. Drug Co.
411 First St. (Edward Haupt)
1234. Newton Grove Drug Co.
(A. S. Parrish)

NORLINA—Warren County

512. Walker Drug Co., Inc.
Main St. (H. W. Walker)

NORTH WILKESBORO—Wilkes County

514. R. M. Brame & Sons
833 B St. (P. A. Brame)
515. Horton's Drug Store
B St. (J. P. Horton)

516. North Wilkesboro Drug Co.

820 B St. (B. J. Stringfield)

517. Red Cross Pharmacy

224 Tenth St. (R. M. Brame, Jr.)

518. Wilkes Drug Co.

B and 9th Sts. (M. M. Brame)

NORWOOD—Stanly County

519. Norwood Drug Co.
Main St. (A. D. McNeill)

OAKBORO—Stanly County

520. Barger Drug Store
Main St. (C. N. Barger)

OLD FORT—McDowell County

522. Old Fort Drug Co.
Main St. (W. R. Griffin)

OTEEN—Buncombe County

1086. Oteen Drug Store
U. S. Hwy. No. 70 (W. P. Lamore)

OXFORD—Granville County

523. Hall's Drug Store
125 Main St. (J. P. Hall)
524. Herring & Williams
111 Williamsboro St. (R. R. Herring)
525. Lyon Drug Co.
112 College St. (D. P. Robinson)
526. Williams Drug Co.
101 College St. (L. R. Creech)

PARKTON—Robeson County

527. Gram Drug Co.*
(D. S. Currie, M.D.)

PEMBROKE—Robeson County

926. Rogers Drug Store
(W. L. Rogers)

PIKEVILLE—Wayne County

1133. Pikeville Drug Store
Railroad and Main Sts.
(A. M. Hicks)

PILOT MOUNTAIN—Surry County

530. Smith Drug Store
Main St. (O. W. Smith)
881. Surry Drug Company
124 W. Main St. (Rupert Cox)

PINE LEVEL—Johnston County

533. Godwin Drug Co.
(C. F. Godwin)

PINEHURST—Moore County

532. Carolina Pharmacy, Inc.
(W. R. Viall, Jr.)

PINETOPS—Edgecombe County

1190. Service Drug Store
Main St. (J. S. Williford)

PINEVILLE—Mecklenburg County

534. Pineville Drug Co.
Main St. (R. C. Hair)

PINK HILL—Lenoir County

1124. Brewer Drug Co.
(M. H. Brewer)

PITTSBORO—Chatham County

536. McCrimmon Drug Company
(D. G. McCrimmon)

PLYMOUTH—Washington County

538. E. G. Arps
Water St. (E. G. Arps)
539. Womble Drug Co.
2 Water St. (L. N. Womble)

POLLOCKSVILLE—Jones County

950. Creagh's Drug & Soda Shop*
(A. F. Hammond, Sr., M.D.)

POMONA—Guilford County

540. Pomona Drug Store
(O. W. McFalls)

PRINCETON—Johnston County

541. Woodard Drug Store
(B. P. Woodard)

RAEFORD—Hoke County

542. Hoke Drug Co.
Main St. (W. P. Baker)
927. Howell Drug Co.
Main St. (W. L. Howell, Jr.)

RALEIGH—Wake County

572. Arnold Rexall Drugs
3025 Hillsboro St. (B. D. Arnold)
545. Brantley & Son, Inc.
508 Hillsboro St. (J. C. Brantley, Jr.)
546. Central Drug Store
317 S. Swain St. (R. E. Wimberley)
547. City Drug Store
135 E. Martin St. (W. L. Johnson)
549. College Court Pharmacy
1900 Hillsboro St. (P. Fullenwider)
550. Community Drug Store
117 E. Hargett St. (J. T. Hamlin)
1171. Cromley's Pharmacy
1902 Bernard St. (R. I. Cromley)
561. Dodd Drug Co.
311 S. Wilmington St. (C. N. Dodd)

552. Eckerd Drugs, Inc.

222 Fayetteville St. (J. I. Matthews)

553. Edwards Drug Company

530 Hillsboro St. (J. M. Buffalo)

1038. Five Points Pharmacy

1620 Glenwood Ave. (L. H. Crumpler)

557. Hamlin's Drug Co., Inc.

118 E. Hargett St.
(V. C. Hamlin, Jr.)

1057. Handy Drug Store

2430 Hillsboro St. (K. E. Handy)

563. Hayes-Barton Pharmacy

2000 Fairview Rd. (P. D. Gattis)

1012. Johnson's Pharmacy

2519 Fairview Rd. (T. H. Johnson)

551. Melvin's Pharmacy

1217 Hillsboro St. (M. B. Melvin)

1003. Person St. Pharmacy

620 N. Person St. (N. T. Taylor)

564. Pine Drug Company

600 W. South St. (W. R. Johnson)

832. Professional Pharmacy

123 W. Hargett St. (J. B. Provo)

566. Rex Hospital Pharmacy

1311 St. Mary's St. (H. G. Price)

568. Saunders Street Pharmacy

315 Glenwood Ave. (Reginald Hamlet)

1117. Village Pharmacy

447 Daniels St. (B. D. Kerr)

570. Walgreen Co.

200 Fayetteville St. (John Bius)

571. Walton's Pharmacy, Inc.

100 W. Jones St. (R. C. Walton)

RAMSEUR—Randolph County

573. Ramseur Pharmacy, Inc.
(C. R. Whitehead)

RANDLEMAN—Randolph County

574. Economy Drug Co.
Main St. (H. Q. Ferguson)
1168. Randleman Drug Company
104 Main St. (W. F. Matthews, Sr.)

RED SPRINGS—Robeson County

577. Red Springs Drug Co.
Main St. (J. C. Graham)
578. Townsend's Pharmacy
111 Main St. (J. H. Townsend)

REIDSVILLE—Rockingham County

830. Carolina Apothecary
219 Gilmer St. (W. G. Dudley, Jr.)
1212. Dailey's Drug Store
218 Gilmer St. (W. T. Andrews)

580. Gardner Drug Co.
118 S. Scales St. (F. P. Link)
581. Mann's Drug Store
Scales and Gilmer Sts.
(W. T. Boyd)

RICH SQUARE—Northampton County

583. Bolton's Drug Co.
(R. B. Bolton)

ROANOKE RAPIDS—Halifax County

584. Griffin Drug Co., Inc.
1008 Roanoke Ave. (Octavus Griffin)
954. Matthews Drug Co.
215 Roanoke Ave.
(W. A. Stainback)
586. Roanoke Pharmacy Co., Inc.
199 Roanoke Ave. (W. P. Taylor)
587. Rosemary Drug Co., Inc.
1017 Roanoke Ave. (A. N. Martin)
588. Taylor's Drug Store
1018 Roanoke Ave. (M. C. Savage)

ROBBINS—Moore County

589. Johnson-Puckett Drug Co.
(R. H. Johnson)
949. Tar Heel Drug Company
(W. M. Puckett)

ROBBINSVILLE—Graham County

590. Ingram Drug Store*
(J. E. Parks, M.D.)

ROBERSONVILLE—Martin County

592. David Grimes Drug Store
Main St. (G. D. Grimes)

ROCKINGHAM—Richmond County

593. Bristow Drug Co.
132 E. Washington St. (E. B. Bristow)
1011. Federal Pharmacy
118 S. Hancock St. (G. W. Honeycutt)
594. Fox Drug Company, Inc.
114 E. Washington St. (J. A. Busbee)

ROCKWELL—Rowan County

595. Rockwell Drug Company
(M. R. Barnhardt)

ROCKY MOUNT—Nash County

596. Almand's Drug Store
130 S. Main St. (R. E. Heath)
597. Burnett Drug Company
140 E. Thomas St. (B. J. Burnett)
599. Douglas-Armstrong Drug Co.
201 N.E. Main St. (W. E. Armstrong)

600. H. L. Hicks Drug Co.
234 S. Main St. (W. S. Johnson)
601. Kyser Drug Co., Inc.
135 S. Main (J. S. Pierce)

602. Matthews Drug Store
334 S. Main St. (E. H. Smith)

603. May & Gorham, Druggists
132 Tarboro St. (R. S. Gorham)

1048. Park View Hospital Pharmacy
404 Falls Rd. (J. J. Gerlinger)

604. I. W. Rose Drug Co.
112 N. Main St. (H. S. Sedberry)

971. Standard Pharmacy
124 Sunset Ave. (W. B. Tyson)

1220. The Sunset Pharmacy
Cor. W. Thomas & Bryant St.
(J. P. Burnett, Jr.)

606. Thompson Pharmacy
365 Falls Road (L. F. Parrish)

ROSEBORO—Sampson County

608. Davis Pharmacy
(McDonald Davis, Jr.)
609. Tart and West, Druggists
(W. L. West)

ROSE HILL—Duplin County

610. Fussell Drug Company
(S. M. Cavanaugh)

ROWLAND—Robeson County

611. Curtis Drug Co.
Main St. (R. H. Curtis)

ROXBORO—Person County

613. Adair's Drug Store
Highway 501 North (W. H. Adair)
614. Hambrick, Austin & Thomas
109 Main St. (W. W. Allgood)
978. Roxboro Drug Company
S. Main St. (P. L. Thomas)
616. Thomas & Oakley
Main St. (P. L. Thomas)

RURAL HALL—Forsyth County

1013. Warren's Drug Store
(B. G. Warren)

RUTHERFORDTON—Rutherford County

618. Rutherford Drug Co.
223 N. Main St. (B. P. Scruggs)
619. Sloan Drug Co.
203 N. Main St. (R. R. Sloan)

SALEMBURG—Sampson County

1249. Salemburg Drug Co.
Main St. (C. H. Gaddy)

SALISBURY—Rowan County

- 621. Carter & Trotter
100 S. Main St. (J. R. Trotter)
- 988. Fulton St. Pharmacy
916 S. Fulton St. (J. W. Compton)
- 987. Innes Street Drug Company
Wallace Building Corner
(E. R. Fuller)
- 624. Main Drug Co., Inc.
200 S. Main St. (L. B. Joiner)
- 1062. The Medical Center Pharmacy
Barker St. & Mocksville Ave.
(A. L. Moore)
- 626. Purcell's Drug Store
111 W. Innes St. (D. C. Purcell)
- 627. Purcell's Drug Store, No. 2
101 N. Main St. (S. M. Purcell, Jr.)
- 1264. Rowan Memorial Hospital Pharmacy
612 Mocksville Ave. (G. H. Anders)
- 986. Salisbury Pharmacy, Inc.
126 W. Innes St. (J. W. Williamson)
- 628. Toms Drug Store, Inc.
102 S. Main St. (B. C. Toms)

SANFORD—Lee County

- 629. Acme Drug Co.
Steele St. (A. W. Palmer)
- 1169. Center Walgreen Agency Prescriptions
Jonesboro Heights (D. S. Overton)
- 630. Cole's Pharmacy
132 Carthage St. (T. R. Cole)
- 376. Jonesboro's Lee Drug Store
114 E. Main St. (R. N. Watson)
- 632. Lee Drug Store
101 S. Steele St. (Joe Lazarus)
- 631. Dr. I. H. Lutterloh
Chatham St. (Dr. I. H. Lutterloh)
- 633. Rimmer's Drug Store
137-139 Wicker St. (E. F. Rimmer)

SARATOGA—Wilson County

- 634. Saratoga Drug Co.*
(C. S. Eagles, M.D.)

SCOTLAND NECK—Halifax County

- 635. Hall's Drug Store
108 S. Main St. (W. F. Farmer)
- 636. North End Drug Store
130 N. Main St. (R. S. Shaw)
- 637. McDowell's
104 N. Main St. (N. O. McDowell)

SEABOARD—Northampton County

- 903. Community Drug Store
Main St. (Caney Foster)

SELMA—Johnston County

- 639. Selma Drug Co., Inc.
Anderson and Raeford Sts.
(W. H. Creech)
- 640. Woodard & Creech Drug Co., Inc.
Raeford and Waddell Sts.
(E. V. Woodard)

SHALLOTTE—Brunswick County

- 641. Coastal Drug Store*
Main St. (M. H. Rourk, M.D.)

SHELBY—Cleveland County

- 1193. Bolt Drug Co., Inc.
Lincoln and Lineberger Sts.
(F. D. Quinn)
- 643. Cleveland Drug Co.
10 S. Lafayette St. (W. O. Britt)
- 1224. Cornwell Drug Co.
N. Lafayette St. (R. W. Kiger)
- 645. Kendall's Drug Store
226 S. Washington St.
(B. H. Kendall)
- 646. Paul Webb & Son
109 N. Lafayette St.
(Paul Webb, Jr.)
- 647. Shelby Drug Co., Inc.
312 S. Washington St. (R. R. Wells)
- 953. Smith's Drug Store
4 E. Warren St. (W. S. Gregory)
- 644. Suttle's Drug Store
7 N. Lafayette St. (C. M. Dennis)

SILER CITY—Chatham County

- 649. Siler City Drug Company
101 S. Chatham Ave. (F. G. Brooks)
- 650. Taylor Drug Store
102 E. Raleigh St. (C. L. Snypes)

SMITHFIELD—Johnston County

- 1151. Creech's Pharmacy
South 3rd St. (J. L. Creech)
- 652. Hood Brothers, Inc.
Market and Third Sts. (W. D. Hood)
- 654. Stallings Pharmacy
203 Market St. (M. M. Bain)
- 655. Upchurch Pharmacy
Third and Market Sts.
(M. T. Upchurch)

SOUTHERN PINES—Moore County

- 656. Broad Street Pharmacy
Broad St. (Joe Montesanti, Jr.)
- 657. Sandhill Drug Co.
Broad St. (J. I. Lawson)

837. Southern Pines Pharmacy
Broad St. (Graham Culbreth)
- SOUTHPORT**—Brunswick County
659. Watson's Pharmacy Co.
Moore St. (R. M. Willis)
- SPARTA**—Alleghany County
1061. B & T Drug Company
(T. R. Burgiss)
1093. Halsey Drug Co.
(W. B. Halsey)
- SPENCER**—Rowan County
662. Rowan Drug Company, Inc.
500 Salisbury Ave. (B. R. Phifer)
- SPINDALE**—Rutherford County
1214. Morgan's Ethical Pharmacy
W. Main St. (R. A. Kellam)
663. Spindale Drug Co.
101 W. Main St. (J. G. Davis)
- SPRAY**—Rockingham County
1047. Spray Drug Co.
Canal St. (O. W. Mills)
665. Tri-City Pharmacy
533 Morgan St. (Culas Roberson)
- SPRING HOPE**—Nash County
666. Southside Pharmacy
Pine St. (Augustus Neville, Jr.)
- SPRUCE PINE**—Mitchell County
667. Day's Drug Store
(L. G. Day)
668. Spruce Pine Pharmacy
(R. D. Banner)
- STANLEY**—Gaston County
1121. Stanley Drug Company
Main St. (W. F. Allen)
- STANTONSBURG**—Wilson County
669. Stantonburg Drug Co.
Main St. (Kenneth Edwards)
- STAR**—Montgomery County
670. Wallace Drug Store
(A. C. Wallace)
- STATESVILLE**—Iredell County
1204. Dingler's Drug Store
1321 W. Front St. (K. L. Dingler)
671. Fisher Drug Co.
436 Western Ave. (Lester Fisher)
672. Hawkins Drug Store
116 W. Broad St. (R. B. Lewis)
673. Holmes Drug Co., Inc.
101 E. Broad St. (W. A. Sappenfield)
674. Logan Stimson & Son
215 S. Center St. (J. H. Stimson)
675. Purcell Drug Co., Inc.
111 E. Broad St. (L. W. McKesson)
1023. Statesville Drug Company, Inc.
101 S. Center (R. T. Hudson)
- STOKESDALE**—Guilford County
1084. Smith's Drug Store
(J. G. Smith)
- STOVALL**—Granville County
679. Puckett Drug Co.
(U. S. Puckett)
- ST. PAULS**—Roberson County
1175. Grantham Drug Co.
123 East Broad St.
(Edward Brisson)
681. St. Pauls Drug Co., Inc.
200 W. Broad St. (D. D. Sparkman)
- SUMMERFIELD**—Guilford County
935. Summerfield Drug Store*
(J. M. Futrell, M.D.)
- SWANNANOA**—Buncombe County
682. Ward's Drug Store
Alexander St. (W. A. Ward)
- SYLVA**—Jackson County
683. Hooper Drug Store
Main St. (F. L. Hooper)
921. Professional Drug Store
Main St. (Bjorn Ahlin)
933. Sylva Pharmacy
Main St. (F. Kirby Smith, Jr.)
- TABOR CITY**—Columbus County
917. Dameron Drug Store
Fifth St. (H. G. Dameron)
685. Harrelson's Pharmacy
R. R. Street (J. A. Mills)
- TARBORO**—Edgecombe County
1160. Edgecombe Drug Company, Inc.
332 Main St. (E. G. Campbell, Jr.)
691. Moore's Pharmacy
301 Main St. (M. A. Moore)
692. Tarboro Drug Company
421 Main St. (L. R. Bell)
834. Taylor's Pharmacy
110 W. Granville St. (H. R. Taylor)
1274. Thorne's Drug Co.
1510 N. Main St. (W. D. Bryan)

689. E. V. Zoeller & Co.
403 Main St. (E. H. Ward)
- TAYLORSVILLE—Alexander County
693. The Peoples Drug Store
Main St. (R. B. Campbell)
- THOMASVILLE—Davidson County
694. Mann's of Thomasville, N. C., Inc.
2-4 E. Main St. (G. F. Murr)
695. Poole's Drug Store
26 W. Main St. (L. B. Poole)
1140. Thomasville Drug Company
20 Salem St. (H. E. Smith)
1211. Thomasville Prescription Service
52 Salem St. (P. L. Trotter)
- TRENTON—Jones County
697. Trenton Drug Co.*
(Thomas Vassey, M.D.)
- TROUTMAN—Iredell County
698. Troutman Drug Store
(J. H. McLelland)
- TROY—Montgomery County
699. Standard Drug Co.
Main St. (R. L. White)
700. Troy Drug Co.
N. Main St. (M. A. Nicholson)
- TRYON—Polk County
701. Missildine's Pharmacy
(J. C. C. Foster)
702. Owen's Pharmacy
Trade St. (F. R. Owen)
- VALDESE—Burke County
703. Peoples Drug Store
Connelly St. (P. J. Suttlemyre)
826. Rock Drug Store
225 W. Connelly St. (L. R. Burris)
1045. Valdese General Hospital Pharmacy
(J. H. Causey)
- VARINA—Wake County
705. Thomas' Drug Store
Broad St. (W. G. Thomas, Sr.)
- VASS—Moore County
1063. Vass Drug Store
Main St. (W. L. Camerou)
- WADESBORO—Anson County
707. Fox & Lyon
1 W. Wade St. (R. P. Lyon)
708. Parsons Drug Co., Inc.
2 S. Green St. (G. E. Andes)
- WAGRAM—Scotland County
709. Wagram Drug Store*
(E. C. Womble, M.D.)
- WAKE FOREST—Wake County
911. Edwards Pharmacy
101 S. White St. (G. B. Edwards)
711. T. E. Holding & Co.
White St. (T. E. Holding, Jr.)
- WALLACE—Duplin County
951. Gowan Drug Co.
(W. C. Stitch)
712. C. M. Miller Drug Co., Inc.
(C. M. Miller)
713. Wallace Drug Company, Inc.
(Lloyd Whaley)
- WALSTONBURG—Greene County
1087. Jenkins Drug Store
(Sam Jenkins)
- WARRENTON—Warren County
716. Boyce Drug Company
Main St. (J. B. Boyce, Jr.)
717. Hunter Drug Co., Inc.
240 S. Main St. (Alpheus Jones)
- WARSAW—Duplin County
960. Clark's Drug Store
Railroad St. (G. E. Clark)
718. Warsaw Drug Co.
(B. C. Sheffield, Jr.)
- WASHINGTON—Beaufort County
724. S. B. Etheridge Drug Store
169 W. Main St. (S. B. Etheridge)
720. S. H. Reid, Prescription Druggist
123 Market St. (S. H. Reid)
721. Tayloe Drug Company
239 W. Main St. (J. P. Tunstall)
722. Welch's Drug Store
100 W. Main St. (W. D. Welch, Jr.)
- WAYNESVILLE—Haywood County
844. Curtis Drug Store
201 Main St. (Joe Russell)
1229. Dan's Drug Store
307 Main St. (S. A. Dantzler)
1153. Smith's Drugs, Inc.
226 Main St. (H. O. Champion)
- WEAVERVILLE—Buncombe County
1270. Weaverville Drug Co.
Main St. (C. E. Ingle)
- WELDON—Halifax County
728. Selden's Pharmacy
123 Washington Ave. (J. S. Selden)
729. Terminal Drug Store
19 W. First St. (D. B. Cooke)

1167. Weldon Drug Co.
112 Washington Ave.
(J. K. Turner, Jr.)
- WENDELL—Wake County
732. W. R. Nowell Drug Store
(W. R. Nowell)
731. Wendell Drug Company
Main and Third Sts. (P. C. Brantley)
- WEST JEFFERSON—Ashe County
741. Graybeal's Drug Store
Jefferson Ave. (D. M. Shepherd)
1103. Roberts' Drug Store
Jefferson Ave. (B. N. Austin)
- WHITAKERS—Edgecombe County
742. Burnett's Drug Store
Main St. (J. P. Burnett)
- WHITEVILLE—Columbus County
743. Columbus Drug Store
629 S. Madison St. (G. G. Oliver)
744. Easley Pharmacy
205 W. Virgil St. (W. V. Easley)
745. Guiton's Drug Store
Madison St. (G. D. Hege)
746. J. A. McNeill & Sons
612 S. Madison St. (J. A. McNeill)
901. Simmons Drug Co., Inc.
Court House Square (T. Q. Owens)
1208. Simmons Drug Co., Inc.
104 E. Main St. (N. R. Gross)
- WILKESBORO—Wilkes County
1136. The Peoples Drug Store of
Wilkesboro, Inc.
Main St. (J. P. Horton, Jr.)
- WILLIAMSTON—Martin County
750. Warren H. Biggs Pharmacy
107 W. Main St. (W. H. Biggs)
748. Clark's Pharmacy, Inc.
142 W. Main St. (C. B. Clark, Jr.)
749. Davis Pharmacy
150 Main St. (D. R. Davis)
1135. Martin General Hospital Pharmacy
Liberty St. (W. A. Williams)
- WILMINGTON—New Hanover County
1254. Carolina Drug Store
108 S. Front St. (J. P. David)
963. Center Drug Co., Inc.
122 Princess St. (H. W. Greene)
1268. Coley's Pharmacy
615 Greenfield St. (J. V. Thompson)
753. Futrelle's Pharmacy
129 Princess St. (Luther White)
754. Green's Drug Store
109 Market St. (C. F. Green)
1199. Hall's Drug Store
421 Castle St. (J. M. Hall, Jr.)
1149. Henriksen's Pharmacy
4713 Oleander Drive
(H. E. Henriksen)
904. James Walker Memorial Hospital
Pharmacy
10th and Rankin Sts. (O. J. Rodgers)
1219. Jarman's Pharmacy
16th and Market Sts. (J. G. Grantham)
751. Lane's Brooklyn Pharmacy
902 N. 4th St. (R. E. Miller)
759. Lane's Lake Forest Pharmacy
Lake Forest Community Bldg.
(J. P. Moore)
760. Lane's Market Street Pharmacy
1608 Market St. (R. E. Carter, Jr.)
762. Saunders Drug Store
116 N. Front St. (A. D. Walker)
878. Seashore Drugs
2603 S. Front St. (G. O. Tripp)
763. Service Drug Store
800 Market St. (W. A. Morton)
851. Shew's Drug Store
105 S. 46th St. (Clement Byrd)
764. Southside Drug Co.
101 Castle St. (E. S. Benson)
842. Standard Pharmacy
203 N. Front St. (W. T. Glass, Jr.)
766. Toms Drug Co.
Front and Market Sts. (E. R. Toms)
1252. Walgreen Co.
226 N. Front St.
(V. J. Lindenschmidt)
- WILSON—Wilson County
767. Barnhill's Drug Store
1010 Goldsboro St. (W. L. Barnhill)
768. Bissette's Drug Store No. 1
114 E. Nash St. (Paul Bissette, Jr.)
679. Bissette's Drug Store No. 3
132 S. Goldsboro St.
(B. A. Wurthmann)
1237. Fairview Pharmacy
Fairview Ave. (H. R. Browning)
770. Herring's Drug Store
211 E. Nash St. (N. B. Herring)
771. Morrison's Drug Store
206 E. Nash St. (M. S. Morrison, Sr.)
772. Shade's Drug Store
527 E. Nash St. (E. R. Baker)

773. Terminal Drug Store
408 E. Nash St. (T. J. Moore)
774. Wilson Drug Co., Inc.
114 S. Tarboro St. (G. A. Eatman)
775. Yancey's Drug Store
563 E. Nash St. (D. C. Yancey)

WINDSOR—Bertie County

1260. McNair Drug Store
Granville St. (Kernit McNair)
776. Pugh's Pharmacy
King St. (E. S. Pugh)
777. Windsor Pharmacy Company, Inc.
King St. (W. B. Gurley)

WINSTON-SALEM—Forsyth County

1052. Acadia Pharmacy
301 Acadia Ave. (H. F. Pulliam)
778. Aeme Drug Store
1427 E. Eleventh St. (I. B. Hall, Jr.)
779. Chas. H. Allen, Drugs
401 Waughtown St. (C. H. Allen)
1217. Andrews Pharmacy
1308 S. Hawthorne Rd.
(J. P. Andrews)
1272. Atlantic Pharmacy
301 N. Church St. (J. D. Quick, Jr.)
781. Bobbitt's College Pharmacy, Inc.
100 Lockland Ave. (E. J. Rabil)
783. Bobbitt's Pharmacy, Inc.
104 Reynold Bldg. (J. E. Brookshire)
784. Carolina Drug Store, Inc.
424 W. 4th St. (H. C. Newsome)
809. City Memorial Hospital Pharmacy
Hospital St. (Virginia Caudle)
1066. Cox Pharmacy
College Village (R. O. Cox)
785. Crescent Drug Co.
1 West 4th St. (R. A. Russell)
1067. Eckerd Drugs, Inc.
420 N. Trade St. (W. A. Simmons)
1116. Economy Pharmacy
2500 N. Liberty St. (H. C. Mayberry)
989. Hawthorne Pharmacy, Inc.
103 S. Hawthorne Rd. (H. S. Fox)
786. Hutchins Drug Store
452 N. Liberty St. (J. A. Hutchins)
939. Hutchins Drug Store
826 W. Fourth St. (W. A. Lane)
1129. Kate Bitting Reynolds Hospital
Pharmacy
1101 E. 7th St. (C. M. Neely)
788. Nissen Drug Co., Inc.
308 West 4th St. (H. W. Wilson, Jr.)

819. North Carolina Baptist Hospital
Pharmacy
S. Hawthorne Rd. (E. W. Rollins)
789. E. W. O'Hanlon, Inc.
402 N. Liberty St. (M. V. Williams)
790. Patterson Drug Company, Inc.
112 W. 4th St. (L. M. Myers)
1170. Penn's Pharmacy
542 Patterson Ave. (W. C. Penn)
792. Read's Drug Co.
431 N. Liberty St. (H. H. Herndon)
793. Rufus Hairston's Drug Store
100 E. Church St. (R. S. Hairston)
795. Standard Drug Co., Inc.
504 N. Trade St. (K. W. Davis)
1001. Summit Street Pharmacy, Inc.
454 West End Blvd. (W. A. Gilliam)
797. Swaney Drug Store No. 1
106 Old Lexington Rd. (M. B. Sloop)
798. Swaney Drug Store No. 2
232 N. Main St. (R. L. Foss)
801. Walgreen Co.
201 4th St. (D. M. Crosswy)
1197. Waughtown Drug Store
1201 Waughtown St. (R. F. Carswell)
802. Welfare's Drug Store
534 S. Main St. (S. E. Welfare)
803. Willson Drug Store, Inc.
4224 N. Liberty St. Ext.
(W. M. Howard)
804. The York Drug Company
441 N. Trade St. (W. M. Peek, Jr.)

WOODLAND—Northampton County

805. Parker-West Drug Co.*
(C. G. Parker, M.D.)

WRIGHTSVILLE BEACH—N. Hanover County

1165. Wrightsville Drug Store
9-N Lumina Ave. (C. P. Whitford)

YADKINVILLE—Yadkin County

1231. Yadkin Pharmacy
(J. E. Knight)

YANCEYVILLE—Caswell County

806. Yanceyville Drug Co.
(T. J. Ham, Jr.)

ZEBULON—Wake County

985. Wakelon Drug Co., Inc.
(C. T. Young)
808. Zebulon Drug Company, Inc.
(E. C. Daniel)

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see it in the Christmas decorations, gifts and wrappings when you order from Bodeker. So do it now. Visit our display room. We have a complete line of Gifts Galore items. Be ready for her with a complete stock of toys, home appliances and gifts for the whole family—profits for you.



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NOV 21 1953 S.O. BALCONY

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical Association at Chapel Hill, N. C.



COMPLETES 50th YEAR—Roger McDuffie (left) presents P. A. Hayes with book of testimonial letters on occasion of his 50th business anniversary as a wholesale druggist. Story on Page 583.

v., 1953

XIV Number 11

IN THIS ISSUE

- P. A. Hayes Honored
- Extension Program Planned
- Foundation Awards \$7,500 to UNC

From *Veratrum Album*



NEW

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NEW

hypotensive

agent



ERATRUM ALBUM, a species of *Veratrum* indigenous to southern Europe, yields the ester alkaloid 'Provell Maleate.' 'Provell Maleate' is many times more potent than the mixture of substances from which it is isolated. Its uniformity and purity permit better control of the hypertensive patient than is possible with mixtures of alkaloids.

Hoobler* states that protoveratrine is superior to the alkaloids from *Veratrum viride* in that blood pressure can be reduced from six to eight hours daily without producing nausea, vomiting, or tolerance to the medication. The purity of the alkaloid allows for the accurate dosage so necessary to continuing good results.

Careful adjustment of the dosage schedule to fit the need of each patient is mandatory. Overdosage may result in distressing, although usually not serious, symptoms. 'Provell Maleate' is a potent drug to be administered only under the close supervision of a physician.

'Provell Maleate,' 0.5 mg., is available in cross-scored tablets (to facilitate careful individualization of dosage) in bottles of 100. Your Lilly wholesaler has it. Be sure to stock this important prescription item. Ask the Lilly representative . . . or write Eli Lilly and Company, Indianapolis 6, Indiana, U. S. A., for more complete pharmacologic and clinical data.

**Annals of Internal Medicine*, 37:465, 1952.

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(PROTOVERATRINE A AND B MALEATES, LILLY)

lowers blood pressure

consistently, safely



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THE CANDY OF THE SOUTH

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The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
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No. 11

Lilly Victorious in Fair Trade Case

"The United States Supreme Court action refusing to review the decision of the lower court in upholding the constitutionality of the McGuire Fair Trade Act is more an a victory for Eli Lilly and Company," Eugene N. Beesley, company president, states. "It is a victory for the small, independent businessman and his right to play a vital role in our free, competitive enterprise system without being subjected to unfair competition from predatory price tters."

Speaking for the company after the Supreme Court had announced it would not grant a writ of certiorari sought by Schwegmann Brothers Giant Supermarket New Orleans, Beesley expressed "our satisfaction in having led this legal fight to a successful conclusion."

He said that in refusing to review the decision of the United States Fifth Circuit Court of Appeals in the *Lilly vs. Schwegmann* case, "the justices have refused to set the will and intent of the Congress as expressed in the McGuire Act."

Schwegmann Brothers last year challenged Lilly and the whole fair-trade system by selling Lilly products below the fair-trade prices. Lilly took up the challenge in behalf of the drug industry and brought the issue to the highest court.

As the key legal case for fair trade, *Lilly vs. Schwegmann* is expected to have legal repercussions in other cases. Following the Lilly lead, a number of companies

had sued retailers, charging fair-trade violations. The Appeals Court decision upholding the constitutionality of the McGuire Act is expected to rule in these cases.

The McGuire Act was designed to establish the validity of the nonsigner provisions of the state fair-trade acts and was passed overwhelmingly by Congress in 1952. It permits the manufacturer to set minimum prices for his trade-marked products.

The Lilly defense of the constitutionality of the McGuire Act was upheld by the New Orleans Federal District Court and by the Fifth Circuit Court of Appeals. On January 13, 1953, the New Orleans court granted Lilly a permanent injunction prohibiting Schwegmann from selling Lilly products at less than fair-trade minimums.

R

In Appreciation

The NCPA takes this means of expressing its appreciation to Eli Lilly and Company for its battle to preserve fair play at the market-place, and urges its members to let the Company know their effort has not passed unnoticed.

Various firms entered suits against Schwegmann Brothers, but Lilly was there "firstest with the mostest."

Named to School Board

John D. Mitchell, North Kannapolis pharmacist, was recently named Rowan County's representative on the Kannapolis School Board. Mitchell, who heads the Martin Drug Company, is secretary of the lower Rowan Young Democrats Club and secretary of the Kannapolis Rotary Club.

Attends NARD Convention

The 55th annual convention of the National Association of Retail Druggists, held in Chicago, October 11-15, was attended by a number of delegates and members from North Carolina.

The NCPA was officially represented by Tom Ham of Yanceyville and J. C. Jackson of Lumberton. Both Mrs. Ham and Mrs. Jackson made the trip along with their husbands.

Others from this state in attendance included Mr. and Mrs. John Goode of Asheville; Mr. and Mrs. E. C. Daniel of Zebulon; Mr. and Mrs. W. L. West of Roseboro; Mr. and Mrs. W. H. Houser of Cherryville; George and Marion Edmonds of Greensboro; and P. J. Suttlemyre of Hickory.

Impressed by "Chuckle"

Apparently a recent "filler," which appeared in various papers of the state, was read and appreciated by a large number of pharmacists, who clipped and mailed the "filler" to THE JOURNAL: "University dean: 'Why do you want to be a pharmacist?' Student: 'Well, my dad is one. He works seven days a week and it's our family ambition to give him a day off.'"

Accepts Position in Elizabethtown

Herbert McKeithan, Jr. has accepted a position with Smith's Drug Store of Elizabethtown. Until recently he was an employee of the Hoke Drug Company, Raeford.

Lilly and the Lions

Members of the Albemarle Lions Club now know more about the modern-day production of medicinals after seeing one of Eli Lilly's latest films. The program was arranged by Pharmacist Harry Murrell.

B & B Opens in West Asheville

Cotton Bishop and Balfour Brookshire are in their new pharmacy—The B & B Pharmacy—located on the corner of Haywood Road and Hanover Street in West Asheville.

Both Bishop and Brookshire are well known in the area where the new store is located, both having operated retail pharmacies in that section for a number of years.

Emphasis of the Pharmacy will be on the prescription department. While the usual soda fountain has been eliminated, beverages will be sold from vendolators. Jeep delivery service will be available.

Others on the staff include Mrs. H. L. Bishop and Mack Kiser, the latter well known to Asheville drug circles for better than 30 years.

New Store Opened

L. R. Lanier, Jr. is manager of the new drug store recently opened at Camp Lejeune by C. A. Almand of Rocky Mount. Assisting Mr. Lanier is Charles A. Taylor of Jacksonville.

Thief Nabbed on Horse

The facts are authentic but the story appears to have come from a western novel. Briefly here is what happened:

The Cavel Drug Store, located near Roxboro, was broken into recently. Entrance was by way of the roof, a portion of which was ripped up.

The thief removed some silver and \$22,000 in securities. The store's owner, Pharmacist W. H. Adair, offered a reward for recovery of the property.

Later Mr. Adair was telephoned by a person offering to restore the securities for ransom of \$500. Adair was directed to drop the \$500 on a specified spot of Highway 57, drive over the hill, then return to same spot where he would find securities.

The plan was followed. When police closed in, they found Robert Clay mounted on a horse, just as they do it in "westerns" nowadays. After a half mile chase, Clay was caught and confessed to the robbery.

Pharmacists Map Plans for Extension Program

UNC Officials Attend Pharmacy Conference

President Gordon Gray of the University of North Carolina told delegates attending the All-State Pharmacy Conference in Chapel Hill, October 6-7, that he was aware of Pharmacy's expanding needs on the campus. In order to fulfill those needs, he urged the delegates to see that their legislative representatives were properly informed on the necessity for larger quarters in which to train future pharmacists.

Other officials of the University (see below) commented in the same vein. Mr. Teague stated: "Pharmacy is No. 1 on our permanent building program." The Director of Admissions said that more than 100 students were enrolled in the general college in the hope of future admission to

the School of Pharmacy (20 is the maximum number of transfers the School can accept under present conditions).

Purpose of the Conference, which was attended by about 100 delegates from the state's organized local and sectional drug clubs plus delegates from areas not having representation in such organizations, was "to discuss problems of interest, to determine best solution to these problems, and to disseminate resulting decisions on a state-wide basis."

Louis Kazin, associate editor of *Drug Topics*, was the keynote speaker. As a past director of the Rutgers Pharmacy Extension Division, Mr. Kazin brought to the dele-

(Continued on Page 577)



CONFERENCE PARTICIPANTS—Left to right: C. E. Teague, Business Manager, UNC; Louis Kazin, Associate Editor, *Drug Topics*; W. A. Ward, NCPA President; Roy Armstrong, Director of Admissions, UNC; W. D. Carmichael, Jr., UNC Comptroller; W. L. West, CPA President-Elect; Jesse W. Tyson, NCPA 3rd Vice-President; and Roger A. McDuffie, resident of the N. C. Pharmaceutical Research Foundation. President Gordon Gray of NC (not shown) also appeared on the program.

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A Young and Growing Service Wholesale House,
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We Appreciate Your Business

Annual Meeting to Be Held in Winston-Salem

The 1954 Convention of the N. C. Pharmaceutical Association and affiliated auxiliaries will be held in Winston-Salem, Sunday, Monday and Tuesday, April 11-12-13. All business sessions and some of the entertainment will be at the Hotel Robert E. Lee. Room reservation blanks will be mailed after the first of the year.



CONFERENCE LUNCHEON—Ernest Rabil and Gilbert Hartis of Winston-Salem are shown at a container, which was filled with fried chicken. Others in the line, left to right, are: Henry Dillon, Elkin; L. M. Lamm, Mount Airy; O. K. Richardson, Boone; Ralph P. Rogers, Jr., Durham; C. W. Bynum, New Bern; Mrs. Graham Culbreth, Southern Pines; A. L. Hogan, Kinston; and B. R. Ward, Goldsboro.

PHARMACY CONFERENCE

gates his thinking on a wide variety of subjects. Topic of his address was: "The Year Ahead for Pharmacy."

A lengthy discussion followed presentation by W. L. West of the need for seminars and refresher courses. Some of the delegates felt this service should be developed through existing clubs on a local basis; others were of the opinion such post-graduate instruction should be made available in Chapel Hill at regular intervals.

Final decision was to see what could be worked out towards establishing a "Pharmacy Extension Division" as a part of the UNC School of Pharmacy.

W. B. Gurley of Windsor urged pharmacists to interest themselves in legislative matters, to aid in sending legislators to Raleigh who would be properly informed "on our needs and our problems."

Attorney F. O. Bowman discussed cer-

tain phases of the recent session of the General Assembly, and stated that it would be to the best interests of the profession to see that some of the 170 legislators are pharmacists. Spokesmen for the profession in the General Assembly will be absolutely necessary if pharmacy is to obtain its larger school building was the general consensus of opinion expressed by the delegates.

The NCPA executive and legislative committees were charged with the responsibility of developing and effectuating a program to increase pharmacy's representation in the next session of the General Assembly.

J. E. Norton, Administrative Assistant, A. H. Robins Company, Richmond, discussed "Substitution." Mr. Norton said there had been a marked decrease in the substitution of Robins products in North Carolina during recent months.

James W. Harrison, Asheville pharmacist

(Continued on Page 579)

DELEGATES—ALL STATE PHARMACY CONFERENCE



Front row, left to right: W. T. Glass, Jr., Wilmington; Banks Kerr, Raleigh; W. T. Dudley, Jr., Reidsville; W. R. McDonald, Jr., Hickory; and Gilbert Hartis, Winston-Salem. In the rear: John E. F. Hicks, Goldsboro; Herman Cline, Charlotte; George McLean, Clinton; David D. Claytor, Greensboro; Clifton Brinkley, Charlotte; Sam McFalls, Greensboro; and Hoy A. Moose, Mt. Pleasant.

CAPUDINE

is the Liquid Headache and Neuralgia Relief that has always been promoted for sale only through *Druggists*.

For over 50 Years Capudine advertisements have directed the consumers to "Get Capudine from your *Druggist*."

**"A Good Product
Consistently Advertised"**

CAPUDINE CHEMICAL COMPANY
Raleigh, North Carolina

DELEGATES—ALL STATE PHARMACY CONFERENCE



Front row, left to right: W. A. Ward, Swannanoa; W. H. Burbage, Albemarle; Ernest J. Rabil, Winston-Salem; Louis Kazin (*Drug Topics*), New York; E. R. Fuller, Salisbury; and Glenn Taylor, Albemarle. In the rear: John H. Brown, China Grove; L. M. Lamm, Mt. Airy; Wade A. Gilliam, Winston-Salem; W. B. Gurley, Windsor; Roger A. McDuffie, Greensboro and Ralph Rogers, Jr., Durham.

PHARMACY CONFERENCE

and editor of "The Friday Night Elixir," brought the delegates up-to-date on recent activities of The Western N. C. Drug Club. A general discussion of ways and means of stimulating interest in local drug clubs followed Mr. Harrison's talk.

A handy "Universal Prescription Costing and Pricing Calculator," offered free of charge to pharmacists by Beeton, Dickinson and Company, was recommended by C. D. Blanton, Kings Mountain, in a discussion of "Prescription Pricing."

The calculator provides the pharmacist with the actual cost-to-him or "break-even" point on each prescription, before he adds his desired professional fee. As such the calculator is said to represent a new approach to the over-all problem of proper prescription pricing.

Due to lack of time, a number of subjects scheduled on the program were deferred until later: Clerk Incentive Plans,

Health & Accident Insurance, Trading Stamps, Laws & Taxes, and the Research Foundation. Prolonged discussion during "open forums" following presentation of the various subjects threw the program off the time schedule.

Approximately 100 delegates attended the 2-day meeting. Pictures of some of the delegates were obtained during a luncheon break on the second day (see pages 577 and 578). Others present but not appearing in the pictures include:

G. E. Andes, Wadesboro; C. M. Andrews, Burlington; S. B. Burrus, Canton; W. H. Barton, Greensboro; Joe P. Barbour, Burlington; C. H. Beddingfield, Clayton; Paul B. Bissette, Sr., Wilson; and C. D. Blanton, Kings Mountain.

G. L. Carroll, Wilmington; E. C. Daniel, Zebulon; Clyde Eubanks, Chapel Hill; Oliver G. Fleming, Rocky Mount; G. B. Gaddy, Charlotte; R. W. Hardy, Gastonia;

(Continued on Page 581)

DELEGATES—ALL STATE PHARMACY CONFERENCE



Front row, left to right: Curtis Wrike, Graham; Cade Brooks, Fayetteville; M. E. Merritt, Wilmington; Herbert Lovett, Liberty. In the rear: Harold Sauls, Wilmington; I. T. Reamer, Durham; W. A. Morton, Wilmington; Gilbert Colina, Charlotte; Miss Betsy Sparks, Winston-Salem; and E. B. Eadie, Charlotte.

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successful journal ads combine to make the Pfizer Syntex
Steroid Hormone line a real best-seller.

You'll find your profit volume growing as more
and more physicians buy and prescribe:

Pfizer estrogens

DIOGYN* Brand of estradiol, U.S.P.

DIOGYN*-B Brand of estradiol benzoate, U.S.P.

DIOGYN*-E Brand of ethinyl estradiol (Oral Tablets)

DIOGYNETS* Brand of estradiol, U.S.P. (Transmucosal Tablets)

ESTRONE Estrone, U.S.P.

Pfizer androgens

SYNANDROL* Brand of testosterone propionate, U.S.P.

SYNANDROL*-F Brand of testosterone, U.S.P.

SYNANDROTABS* Brand of methyl testosterone, U.S.P. (Oral Tablets)

SYNANDRETS* Brand of testosterone, U.S.P. (Transmucosal Tablets)

Pfizer progesterones

SYNGESTERONE* in Aqueous Suspension Brand of progesterone, U.S.P.

SYNGESTERONE* in Sesame Oil Brand of progesterone, U.S.P.

SYNGESTROTABS* Brand of anhydro-hydroxy progesterone, U.S.P.
(Oral Tablets)

SYNGESTRETS* Brand of progesterone, U.S.P. (Transmucosal Tablets)

Pfizer specialties

COMBANDRIN* Brand of estradiol benzoate, U.S.P., and testosterone
propionate, U.S.P.

COMBANDRETS* Brand of estradiol, U.S.P., and testosterone, U.S.P.
(Transmucosal Tablets)

NEODROL* Brand of stanoalone

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TRADEMARK

PHARMACY CONFERENCE

John C. Hood, Sr., Kinston.

W. H. Hollowell, Jr., Edenton; Paul R. Jenkins, Murfreesboro; Samuel G. Koonce, Chadbourn; Hunter L. Kelly, Durham; T. G. Loftin, Albemarle; N. O. McDowell, Scotland Neck; Alfred N. Martin, Roanoke Rapids.

James W. Mitchener, Concord; Mrs. Addie B. Pegram, Apex; T. Wayne Russell, Greensboro; E. W. Woolard, Henderson; Harry Walker, Norlina; and Robert Neal Watson, Sanford.

All of the state's organized sectional and local drug stores were represented by delegates. Members were present from the Cumberland County, Durham-Orange, Greens-

boro, Henderson, Mecklenburg, Northeastern, Stanly County, Wayne County, Western N. C., Wilmington and Winston-Salem clubs.

Mrs. Graham Culbreth, President of The Woman's Auxiliary, officially represented that organization.

The wives of some of the delegates made the trip to Chapel Hill. They attended the first session on Tuesday night and toured the old colonial homes in Hillsboro on the following day. Before returning to Chapel Hill, the ladies had lunch at the Colonial Inn in Hillsboro.

Officials of the NCPA have tentative plans for scheduling another Pharmacy Conference next year, probably in March. The program would be subject to a survey to be conducted prior to the Conference.

DELEGATES—ALL STATE PHARMACY CONFERENCE



Front row, left to right: Clifton Brinkley, Charlotte; John C. Mills, Cliffside; C. W. Bynum, New Bern; Graham Culbreth, Southern Pines; and James W. Harrison, Asheville. In the rear: Dean E. A. Brecht, Chapel Hill; A. L. Hogan, Kinston; Sam Jenkins, Walstonburg; David R. Davis, Williamston; M. V. B. Williams, Winston-Salem; and R. R. Copeland, Ahsokie.

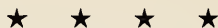


1903-1953

A MILESTONE IN THE HISTORY OF JUSTICE DRUG CO.!

We congratulate our president, Mr. P. A. Hayes, upon the completion of fifty years of unselfish and loyal service.

Our goal is to give you continued dependable and efficient service under his guidance for another fifty years.



JUSTICE DRUG COMPANY

GREENSBORO, N. C.

Dependable Service Since 1898

P. A. Hayes Honored at Surprise Party

Completes 50 Years of Service

Pearly A. (P. A.) Hayes, President of Justice Drug Company, Greensboro, was honored for 50 years of service in the wholesale drug field at a surprise dinner party at the Greensboro Country Club on October 30.

More than 200 persons representing all phases of organized pharmacy in North Carolina attended the dinner. W. Y. Preyer, Past President of The Vick Chemical Company, served as toastmaster.

A citation for distinguished services was presented to Mr. Hayes by NCPA President W. A. Ward. A life membership in the TMA was presented to "P. A." by R. L. White, President of the Traveling Men's Auxiliary.

Testimonial letters from out-of-state friends and associates of Mr. Hayes were presented by Charles T. Lipsecomb, President of The Pepsodent Division of Lever Brothers. And a similar book made up of letters from in-state friends of "P. A." was delivered to "P. A." by Roger McDuffie, President of the N. C. Pharmaceutical Research Foundation.

Hubert L. Walker, representing the employees of Justice Drug Company, presented Mr. Hayes with an engraved watch.

The main address of the evening was by James W. Roberts, President of the Henry B. Gilpin Company of Norfolk. Introduced by J. C. Holloran, President of the Strother Drug Company, Lynchburg, Mr. Roberts said of Mr. Hayes: "service has been the watchword of his success—service to his company's customers and friends, service to his community and service to his church."

The occasion was a brilliant one for Mr. Hayes, who has done so much to honor others. Speaker after speaker lauded Mr. Hayes for his manifold services over the past fifty years.

Music was furnished by Mrs. Mel Strong at the Organ; Sid Hellier, wandering minstrel; and the Gate City Four Quartet. The program opened with the entire assembly singing, "For He's a Jolly Good Fellow,"

as Mr. Hayes was conducted to the head table.

The citation presented by President Ward follows:

For distinguished services to Pharmacy over the past fifty years; for leadership in the development and the strengthening of the profession at the wholesale and retail levels; for untiring efforts in utilizing new and practical methods for making available the life-saving medicinals flowing from countless laboratories; for assistance to and encouragement of innumerable pharmacy students; for sound judgment combined with fair and impartial reasoning devoted to business problems of the pharmacist and drug store operator; for interest in and contributions to pharmaceutical educational programs specifically directed to the enhancement of the service and prestige of pharmacy; and for faithful devotion as a public spirited citizen . . . The North Carolina Pharmaceutical Association takes pleasure in awarding this citation to

PEARLY ARTHUR HAYES

Born in Randleman, Randolph County, December 20, 1882; attended Guilford College, 1901 to 1903; in 1903 began career in Pharmacy by accepting a position as order clerk for the L. Richardson Drug Company, Greensboro; in early 1904 became sales representative of the L. Richardson Drug Company. Continued in this capacity for more than fifteen years—first with Richardson, later with Justice Drug Company, successor to Richardson's wholesale interests; became part owner of the Justice Drug Company on July 1, 1920; elected president of Justice Drug Company on Jan. 1, 1921, a position he continues to occupy with distinction today; elected president of the Greensboro Chamber of Commerce, 1929; council member and mayor pro tem of Greensboro, 1931; member of the board of control, National Wholesale Druggists' Association, 1933; president of The Traveling Men's Auxiliary, NCPA, 1934; member of Guilford County Draft Board No. 2, 1940; president of the National Wholesale Druggists' Association, 1941; president of Greensboro Rotary Club, 1942; an incorporator, a director and first vice-president of the N. C. Pharmaceutical Research Foundation; member, Juvenile Welfare Commission for 20 years; director of the Guilford National Bank.

Greensboro, North Carolina, October 30, 1953.

New Pharmacies Established in State

Drug stores registered with the N. C. Board of Pharmacy, September, 1953:

(1) Youngblood's Drug Store, West End. Frances and Robert L. Youngblood, owners; Frances Youngblood, pharmacist in charge.

(2) St. Mary's Street Pharmacy, 510 St. Mary's Street, Raleigh. Herbert T. Taylor and Frank D. Peacock, owners; Herbert Taylor, pharmacist in charge.

(3) Buffalo-Turner Pharmacy, 530 Hillsboro Street, Raleigh. (Successor to Edwards Drug Company, same address). J. M. Buffalo and C. C. Turner, Jr., owners and pharmacists in charge.

(4) Claremont Pharmacy, Claremont. John A. Busbee and Mrs. Rex Speers, owners. John A. Busbee, pharmacist in charge.

(5) Varsity Drug Store, 1123 Princess Street, Wilmington. Herbert T. Fischer, owner; A. G. Milican, pharmacist in charge.

(6) B & B Pharmacy, 462 Haywood Road,

Asheville, H. L. Bishop and L. B. Brookshire, owners and pharmacists in charge.

(7) Akers Center Pharmacy, Inc., Akers Shopping Center, Gastonia. Steve A. Pappas, president; A. S. Pappas, vice-president; Clifford Hemingway, secretary-treasurer and pharmacist in charge.

(8) Medical Center Pharmacy, 5 Second Street, Hickory. M. R. Means and Fred Fitzgerald, owners; M. R. Means, pharmacist in charge.

(9) Morgan Drugs, Zebulon (Successor to Wakelon Drug Company). George Morgan, owner and pharmacist in charge.

(10) Faison Drug Company, Faison (Successor to Morton Drug Store). G. U. Martin and J. S. Glenn, owners; C. V. Knight, pharmacist in charge.

(11) Shade's Drug Store, 527 E. Nash Street, Wilson (change in ownership). Sarah L. Shade, owner; E. R. Baker, pharmacist in charge.

ANSWERS to common questions

about 'Ilotycin' (ERYTHROMYCIN, LILLY)

Q. What is the status of 'Ilotycin' in the treatment of pneumonia?

In pneumonia caused by pneumococci and staphylococci, 'Ilotycin' is very effective. Doses of 200 mg. every four hours are recommended.

Q. Is 'Ilotycin' effective in urinary tract infections?

Yes, when the causative organism is susceptible to its action and when there is a minimum of mechanical factors such as strictures, stone, and the like.

Q. How long should a streptococcus throat infection be treated with 'Ilotycin'?

The recommended minimum course for any antibiotic is five days. 'Ilotycin' completely eradicates the organisms within five days and thereby prevents recurrence of the infection.

Q. Is there any contraindication to the use of 'Ilotycin' immediately following a parenteral dose of penicillin?

No. 'Ilotycin' does not inhibit the activity of penicillin. There is probably no specific indication for using penicillin in addition to 'Ilotycin.' Experiments both in vitro and with animals have shown no evidence that 'Ilotycin' is either antagonistic to or synergistic with penicillin or the "mycins."

Q. Are coliform bacteria less sensitive to 'Ilotycin' than to other "broad-spectrum" antibiotics?

Yes. There is less possibility of monilia and fungus overgrowth in the intestinal tract with 'Ilotycin,' since the predominant organisms of the normal intestinal flora are relatively insensitive to the antibiotic action of 'Ilotycin.'

ILOTYCIN, CRYSTALLINE, is supplied in 100-mg. and 200-mg. tablets.

PEABODY DRUG COMPANY Durham, North Carolina

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*America's Best Packaged ...
Best Displayed ...
Best Selling Hosiery!*



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*With Order of 30 Pairs
or More*

FIFI—the hosiery that's displayed and packaged better than any other nylons on the market! This makes FIFI the fastest selling nylon hosiery line you can carry.

After three years of market research, we chose FIFI as the best hosiery to offer our dealers. These market tests—sponsored by Cliff Weil and our New York buying office—prove FIFI will **OUTSELL** any other nylons—side by side!

Look at these big features FIFI offers:

FIFI—available in the **FASTEST SELLING SHADES.** Beige. Taupe. Red Fox.

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FIFI—attractively packaged for gifts—for sales—for profits!

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You can't offer your customers better 51 gauge, 15 denier nylons—at any price! You can pay more—but you can't buy better than FIFI!

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☐ **YES!** I'm interested in this fast-selling, profit-making hosiery. Please send me complete information and prices. I know that I am under no obligation whatsoever.

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☐ I know FIFI will outsell other hosiery. Please ship me a complete unit. (30 pairs—plus **FREE DISPLAY RACK**).

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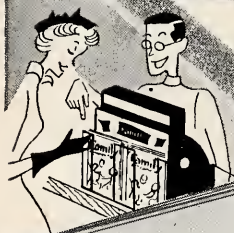
Firm Name.....

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one of these...
you make another
friend for
drug stores!



Sign up—and sign up your
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*Fun, fact, and fiction in color-packed
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dated October, on sale September 2.*

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National Conference of State Pharmaceutical Association Secretaries
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Please ship me (in units of 100)copies of FAMILY at 06½¢
each to be sold at 10¢ retail. This is a standing order for six issues
beginning with the next issue, and for each issue thereafter until
other instructions are given my distributor. In return for the special
price to me of 06½¢ it is understood that for the first six issues
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my first delivery, send me FREE DISPLAY RACK which will hold 30
copies. I promise to use the display as recommended by my state
pharmaceutical association.

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My two principal drug wholesalers are:

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A digest for better health

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State Pharmacy Foundation Gives UNC \$7500 for Fellowships, Projects

A total of \$7,430 for fellowships and other projects was given the University of North Carolina recently for use by the School of Pharmacy by the North Carolina Pharmaceutical Research Foundation at a meeting of the board of directors.

Fellowships amounting to \$5,630 were awarded to four pharmacy students, namely the Vick Chemical Company fellowship, valued at \$1,360, to Fred Teare, Alberta, Canada; the William S. Merrell Company fellowship, valued at \$1,150, to Earl Brown, Leicester, N. C.; the Sterling-Winthrop Research Institute fellowship, valued at \$1,560, to Irving Honigberg, Hartford, Conn.; and the Sharpe and Dohme, Inc., fellowship, \$1,560, to Robert Meschke, Norton Heights, Conn.

The Foundation voted \$1,000 toward research supplies, \$500 for library materials, and \$300 for the historical pharmacy project to be directed by Prof. L. C. MacKinney of the History Department.

The members expressed appreciation to the North Carolina Medical Foundation for its establishment of a scholarship for an undergraduate pharmacy student.

The Foundation approved the principle of receiving patents on results of pharmaceutical research and granting license for commercial use. This principle applies most immediately to recently completed research by Dr. W. H. Hartung of the faculty.

Announcement was made of a new publication by the Foundation in which advancements in pharmacy research in North Carolina will be reported. The publication will go to outstanding laymen throughout the State.

The board meeting was presided over by Roger A. McDuffie, Greensboro, president of the Foundation. Other members present were C. T. Council and D. L. Boone, both of Durham; F. Herman Cline and R. C. Russell, both of Charlotte; Paul B. Bissette, Sr. and Paul B. Bissette, Jr., Wilson; P. A. Hayes, Greensboro; J. C. Jackson, Lumberton; D. A. Dowdy, High Point; W. T. Glass, Jr., Wilmington; W. B. Gurley,

Windsor; W. L. West, Roseboro; Wade A. Gilliam, Winston-Salem; F. J. Andrews, Baltimore, Md., and Dean E. A. Brecht, of the Pharmacy School, secretary for the Foundation.

Also present were W. J. Smith, executive secretary, North Carolina Pharmaceutical Association, and two faculty members, Dr. Hartung and Dr. John Andrako, who is the sixth graduate student to receive the Ph.D. degree in pharmacy from the University and who was retained as an assistant professor following completion of his graduate work.

Interesting Figures

The U. S. antibiotic industry during 1952 produced 1,320,000 pounds with a sales value of 150 million dollars at bulk powder prices. In 1951, the U. S. produced 550,000 pounds of sulfa drugs, 1,342,000 pounds of aspirin and 79,200 pounds of barbiturates.

**One out of ten—
will have a bad loss each year.**



Yes—One out of every ten druggists will make a claim against his fire insurance policy.

Be Properly Insured

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North Carolina State Agent

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Upjohn medicine... produced with care... designed for health

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Capps Purchases Kinston Stores

The purchase of Hood's Book Store and Hood's Parkview Drug Store, Kinston, by Talbot Capps has been announced by officials of the J. E. Hood Company, which also operates Hood's Drug Store in the same community.

Capps has announced that the new name of Hood's Parkview Drug Store is "Parkview Drug Store," and that Hood's Book Store will be operated as the "Parkview Book Store" in its new location in the Parkview Shopping Center.

Hood's Drug Store will continue to operate under the management of J. C. Hood, who has been in the drug business in Kinston since 1911, and his son, J. C. Hood, Jr., a graduate of the UNC School of Pharmacy.

Prior to locating in Kinston in 1947, Mr. Capps served as sales representative for the Quaker Oats Company for 13 years.

Kennedy's Reopens

In a widely publicized event—the local paper ran ten pages of copy—Kennedy's Drug Store, Gastonia, opened its new store to the public on October 26.

JOURNAL readers will recall the former Kennedy store was completely destroyed by fire early this year. Since that time the firm operated its prescription department, but it was not until early fall that all departments were back in business.

Manager of the "New Kennedy's" is Pharmacist Ed C. Adams, native of Clover, South Carolina; graduate of the UNC School of Pharmacy. He was licensed as a pharmacist in 1908, and since that time, with brief time out with the US Army and a year in Cherryville, he has worked in Gastonia.

Two pharmacists assist Mr. Adams: Earl Williams and Lewis Ferguson. The store filled its millionth prescription on September 6, 1952. During the 7 months following the fire, during which time the prescription department was operated in temporary quarters, more than 25,000 prescriptions were filled.

Open displays predominate throughout this ultra-modern store. Fluorescent lighting is used with two strips running the length of the store. The fixtures are made

of light oak. An all-glass front puts the entire store on display.

On opening day the grand prize was a silver coffee service. Orchids were given to the first 1,000 ladies entering the store.

Joins Wallace Drug

Irving Graham of Roseboro has joined the staff of the Wallace Drug Company, Wallace, after being discharged from the Medical Service Corps recently. He will be associated with Milton Whaley in managing the store.

While in service, Graham attained the rank of First Lt. and spent 16 months in Korea. After graduating from the UNC School of Pharmacy, he worked for several years with Tart & West of Roseboro, later with Shields Drug of Carthage.

"Lucky Catalog" to Feature Mailing of Merrell 125th Anniversary Catalog

With an unusual twist, the new catalog of The Wm. S. Merrell Company, commemorating 125 years of drug manufacture, went into the mails to druggists on November 1.

J. R. Mason, Merchandising Manager of the Cincinnati pharmaceutical firm, points out that among the catalogs in the mail are a number of "lucky catalogs." Druggists receiving these copies need only return the enclosed certificate by January 1, 1954, for merchandise worth up to \$60.00 absolutely free of charge.

"Even if you don't win a prize," Mason said, "you'll be pleased to find the new 125th Anniversary Merrell catalog easier and more convenient to use."

Among the many new features of the simplified catalog are: product classifications reduced from six to only two, new easy-to-use catalog numbers, easy-to-read print and quick-selection index.

Transfers in Hospital Personnel

Rudolph Hardy has resigned as chief pharmacist of the Gaston Memorial Hospital, Gastonia, to accept a position with the Cabarrus Memorial Hospital, Concord. Prior to his departure, Mr. Hardy arranged for his position to be filled by Mrs. Mary Frances (Parsons) Hemingway.

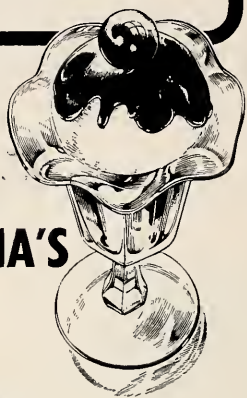
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DELICIOUS
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SERVICE
and
FOR TAKE HOME
SALES**

RALEIGH, NORTH CAROLINA



Some Interesting Price Comparisons

It seems hard to believe in these days of "high" prices, but the three oldest Eli Lilly and Company products today cost the pharmacist less than they did seventy-six years ago.

The three items—Quinine Sulfate, Cathartic Compound pills, and Elixir of Pepsin, Bismuth and Strychnine—are the only survivors from the first Lilly price list issued in 1877. If the pharmacist buys all three, he pays 6.7 percent less than he did when Colonel Eli Lilly, the company's founder, was making and selling them.

The gallon price on the elixir (that's the only quantity the Colonel quoted in 1877) has increased only 4.7 percent in the seventy-six years. In the same period the price of 100 Cathartic Compound pills went up 38 percent, but the cost to the pharmacist of 100 Quinine Sulfate pulvules dropped 60.7 percent. The total saving of 6.7 percent doesn't give the true picture, however.

For a better comparison, take the cost equivalent of the three items in some common, unchanging commodity such as butter. In a newspaper advertisement of 1877, Julian's grocery on the Indianapolis east side offered three pounds of butter for 90 cents. Today the median price of three pounds in Indianapolis is \$2.22, an increase of 168%.

Thus, a pharmacist in 1877 paid the cost equivalent of 47 pounds of butter for the three Lilly medicines. Now he pays the cost equivalent of only 17 pounds. The savings are passed on to the consumer.

The comparison with egg prices is even more spectacular. Julian's offered two dozen eggs for 30 cents in 1877. The median Indianapolis price for two dozen today is \$1.38. This represents a price increase of 360 percent. The three Lilly products in 1877 had a cost equivalent of 95 dozen eggs as compared to 19¼ dozen now.

The Lilly items are remarkable in having withstood the challenge of new medicines.

Quinine Sulfate is the biggest seller of the old-timers. It is used principally in the South—prescribed by doctors to treat malaria, and used by plantation workers as a "home remedy" for chills.

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

Abbott Laboratories • North Chicago, Illinois



UNC PHARMACY STUDENTS, CLASS OF '57—As the entering pharmacy class at UNC grows larger, the photographer has to increase distance between subject and lens. Picture made on steps of Morehead Building.

★ *For Better Service* ★

Robert R. Bellamy & Son

Wholesale Druggists

Wilmington, N. C.

79 Students Enter UNC Pharmacy School

The School of Pharmacy of the University of North Carolina accepted 79 new students in September 1953. 60 of these students were first year students and 19 were transfers given second year standing.

With such large classes entering each year, no longer is it possible to assemble the group on the front steps of Howell Hall. Now the steps of the Morehead Building (opposite page) are used for that purpose.

Reading from left to right, first row: Gaston L. Andrews, Jr., Robersonville; Alfred Gene Smith, Elizabethtown; Charles Michael Parker, Carolina Beach; Helen Marie Stokes, Lexington; Margaret Irene Hogan, Kinston; Geraldine Keenum, Hazelwood; Monica Cooper Justice, Charlotte; Peggy Wallace Black, Kannapolis; Ernestine Baker, High Point; Sara Alice Jackson, Lumberton; Annette Niven, Charlotte; Sarah Lovelace Thomas, Erwin; Ellyn M. Gardner, Gibson; Dalas Mason Evans, Greenville; Garland Wood Beale, Jr., Potteasi; and Gerald K. Harrington, Sanford.

Second row: Stanley Worth Walker, Bailey; Carl Patrick Frye, Franklinton; Paul F. Hodges, Clinton; Byron Taylor Huckaby, Winston-Salem; James Frederick Meares, Wilson; James Allen Conley, Morganton; Rex Boone Littlejohn, Morganton; Harry James Coutlakis, Asheville; Prentiss L. George, Cherryville; C. Gilbert Lowery, Elkin; Mack Elmo McCorkle, Roxboro; Guy Coleman Williams, Spring Hope; Lester Jerry Fisher, Statesville; Donald Joseph Miller, Raleigh; George Adrion Pearce, Rocky Mount; and Reinhold Ernest Miller, High Point.

Third row: James D. Mills, Wadesboro; Van Hill King, Wilmington; Harold Lee Ball, Mars Hill; Glenn B. Lassiter, Robbins; Leo C. Kelly, Jr., Lillington; Benjamin W. Bullock, Creedmoor; Burwell Temple, Kinston; Phillip Goforth, Shelby; James Gene Butler, Morganton; Robert Dean Butler, Morganton; Joe E. Smith, Connelly Springs; Robert Arville Burge, Asheboro; Henry Virgil Martin, Jr., Burlington; Zane Grey Thornton, Benson; Pete Delon Freeman,

Asheboro; and James Cener Bolton, Rich Square.

Fourth row: Keith Denny, Pilot Mountain; Harold Malcolm Thomas, Raleigh; Charles Broughton Thomas, Weldon; Clarence Wright Parsons, Clinton; Raymond Ray Rich, Jr., Burgaw; Elzie Borders, Shelby; James Ray Oakley, Ahoskie; George Raleigh Revelle, Conway; George Woody Teer, Hillsboro; James T. Ingram, Roanoke Rapids; Alpheus Jones, Warren-ton; Richard Alton Johnston, Fayetteville; James Thomas Kirby, Wilson; Carl Porter Meroney, Murphy; Paul Adams Whitehurst, Jackson; and Hobart Whaley, Beulaville.

Fifth row: Larry McMullen, Lumberton; Thomas James High, Wilmington; Larry Glenn Snider, Eagle Springs; Robert William Foster, Greensboro; Ernest L. Carraway, Williamston; John William Collins, Nashville; Edwin Leroy Hansen, Fletcher; Floyd C. Parker, Jr., Oxford; John S. Nance, Charlotte; Jerry R. Leatherwood, Waynesville; Marcus Cameron, Sanford; James Thomas Street, Roxboro; Dallas Lee Ammons, Salisbury; and James Edward Arena, Durham. Not shown; John Hubert Smith, Holly Springs.

Celebrates 80th Birthday

James Kerr, High Point pharmacist, celebrated his 80th birthday while a patient at the Veterans Hospital in Durham. A surprise birthday party was arranged by the Durham chapter of the Red Cross.

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.

Big headlines

Command Attention...

Big Displays

Sell Merchandise



In a newspaper BIG HEADLINES command attention—in your store BIG DISPLAYS sell merchandise.

Druggists throughout America have proved that BIG DISPLAYS of Miles products *increase sales*.



Prove it to yourself!

Ask your Miles Man to install an ALKA-SELTZER Island Merchandiser. Ask him how *mass display* increases profits. Get the most out of Miles day-after-day advertising with *big display* of Miles products.

MILES LABORATORIES, INC., ELKHART, INDIANA
PARTNER OF THE RETAIL DRUGGIST FOR MORE THAN 65 YEARS

20 North Carolina Dealers Win Prizes in Nationwide Colgate Display Contest

A total of 20 alert pharmacists and sales clerks in North Carolina won state prizes in the Colgate-Palmolive-“Vaseline” toiletries “Big Pay-Off” display contest, it was announced recently.

Banks D. Kerr of Village Pharmacy, 447 Daniels St., Raleigh won the North Carolina first prize of \$100, while the runners-up were Lucius J. Stanley of Stanley's Super Drug Store, Inc., 1949 E. 7th Street, Charlotte, who won \$50, and H. B. Jolly, Doctor Pharmacy, 2316 Central Ave., Charlotte, winner of a \$25 prize.

These three dealers took top honors in the state for their imaginative store displays of Colgate-Palmolive-“Vaseline” toilet articles, including such famous quality products as Halo Shampoo, Colgate Dental Creams and Shaving Creams, and “Vaseline” Hair Tonics. More than 7,500 dealers entered the nationwide contest.

Competition was terrific, according to Colgate officials. Some of the massive displays, often called “Colgate Carnival of Values,” featured life-size clown figures, circus wagons, tents and even one large papier-mâché elephant. Retailers had to maintain their displays for 30 days to enter the contest which was judged by a large independent organization.

Five North Carolina dealers won \$15.00 prizes, including:

Edward E. Hatley, Purcell Drug Co., 134 W. Main St., Albemarle; W. N. Wilkins, Dilworth Pharmacy, 1601 So. Blvd., Charlotte; A. H. Smith, Five Points Super Market, E. Franklin St., Monroe; C. C. Turner, Jr., Edwards Drug Co., 530 Hillsboro St., Raleigh; Dan McCormick, “Dan McCormick's,” Main Street, St. Pauls.

Other winners included:

Dorothy Davis, Jeans 5 & 10, Bladenboro; Samuel G. Koonce, J. E. Koonce Drug Co., Chadbourne; S. P. Birkitt, Jas. P. Stowe, & Co., Inc., 300 S. Tryon St., Charlotte; Reuben P. Gourley, Liggett Drug Store, 100 N. Tryon St., Charlotte; George O. Hat-trich, Jr., Walkers Drug Store, 332 N.

Tryon St., Charlotte; J. S. Nance, Selwyn Cut-Rate Drug, 319 W. Trade St., Charlotte; W. P. Ripley, Boone Drug Co., Inc., 100 W. Parrish St., Durham; Sidney N. Sutker, Lewis Variety Store, 608 S. Elm St., Greensboro; Wm. R. McDonald, North Avenue Pharmacy Inc., Hickory; Lonnie D. Jones, Big Bear Super Market Inc., 218 N. Wrenn St., High Point; recipients of \$10.00 prizes and Harold E. Malion, Mitchell-Caudell Drug Co., Inc., Fairmont, and F. L. O'Neal, O'Neal Drug Co., Louisburg, winners of \$5.00 awards.

10,000 Rx's

The New River Pharmacy of Jacksonville filled 10,000 prescriptions between Nov. 4, 1952 and August 13, 1953. Al Rachide, owner-manager of the Pharmacy, is proud of this record, which was publicized locally.

We have a number of large volume Rx stores in the State—some do better than 50,000 a year. To be average, you will handle 45 new and refills each day.

CHLOROPHYLL

in the Gumming on
YOUR DRUG LABELS

An Exclusive Feature with McCourt's

For the benefit of the pharmacist who occasionally moistens labels with his tongue, the McCourt Label Cabinet Co. is now printing drug labels on paper with gumming containing Chlorophyll.

There is no additional charge for this added value in the quality of McCourt's drug label paper and gumming.

Ask your McCourt salesman to show you the new labels with the Chlorophyll gumming.



McCOURT LABEL CABINET CO.

42-54 BENNETT STREET

THE RIGHT LABEL
RIGHT AT HAND

BRADFORD, PENNA.

“Use the Label with the Green Gumming”

Ralph M. Crosson, Representative
P. O. Box 475, Columbia, S. C.



*There isn't anything
better or faster
for headache relief.*

POWDERS

"BC" is the fastest-selling headache powder in America—and has been for many years. Display the famous 10c & 25c packages of "BC" for bigger sales volume.

TABLETS

"BC" Tablets are already a nation-wide success—and are selling faster every day. In packages of 4, metal tins of 12 and family size bottles of 50 and 100.

Pharmacist Pens Poem

We were not aware Carl Wolfe of Hickory was somewhat of a poet until Bill McDonald tipped us off. With a bit of persuasion here and there, Mr. Wolfe gave us his thoughts on an anticipated trip to the coast. Here it is:

And away we go to Topsail Isle

To shoot marsh hens and fish a while.

For catching fish and messing around,

No better place has yet been found,

Since Isaac Walton in his prime

Sat on the bank and wet his line.

We will fish for blues when the tide comes in.

When the tide goes out we'll try for trout.

And if a drum we hook I'll jack,

Don't think we'll throw the big boy back.

If the fish in the surf all let us down

We'll gig a flounder out in the sound.

Failing in this you'd think we are stuck,

For without food you are out of luck.

The oyster beds are there for free,

The finest food on land or sea.

And the tasty clams are out there too.

If it's food you want, I think they'd do.

And then there's shrimp and crabs galore.

Pass down your plate and have some more.

Reamer Elected

I. T. Reamer, Chief pharmacist of Duke Hospital, Durham, has been reelected a director of the N. C. Pharmaceutical Research Foundation. The term is for 4 years beginning in February of 1954.

Mr. Reamer has been a director since incorporation of The Foundation in 1946.

Allergic to Inertia

Featured in a recent issue of the *West Coast Druggist* under the heading "Allergic to Inertia," was Dr. Doris B. Hawkins, formerly of Chapel Hill but now of Tucson, Arizona.

Dr. Hawkins is Associate Professor of Pharmacy at the University of Arizona. During this past summer, she worked in two Tucson drug stores and a hospital. Recently she contributed a paper, "History of Hospitals and Hospital Pharmacies" to the *Arizona Pharmacist*.

Dr. Hawkins' brother—Rupert Bullard—operates a drug store at Fort Bragg. Her husband, also a pharmacist and a graduate of the UNC School of Pharmacy, is the owner-operator of a Tucson drug store.

Scott Drug Plans New Home

Construction of a new \$300,000 building to house the Scott Drug Company, Charlotte, has been announced by Walter Scott, Jr., president of the firm.

The building, scheduled for completion about April 1, 1954, will be 200 feet wide by 260 feet deep. This will permit Scott to carry on its complete wholesale operation on one floor. There will be plenty of parking space at the side of the building.

In common with other wholesalers erecting new buildings in recent years, the Scott structure will be in a readily accessible area just inside the city limits of Charlotte.

Scott Drug Company was founded in 1892. Other officers of the Company in addition to Mr. Scott are J. W. Bennick, vice-president, and J. L. Fesperman, secretary and treasurer.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods



We solicit your orders

Our experience of over 70 years

insures our ability to serve you

satisfactorily

Mecklenburg Leaders

Officers of the Mecklenburg Pharmaceutical Society are shown below. Seated (l to r) Gilbert Colina, president, and E. B.



Eadie, vice-president. C. B. Gaddy, treasurer, and Clifton Brinkley, secretary.

The Society meets monthly for informative discussions. Recently compiled list of Charlotte pharmacists together with drug store and phone number, was sent to all MD's in area.

All of the officials pictured here attended the Pharmacy Conference held recently at Chapel Hill.

Insulin Potential

In the United States today there are over one million known diabetics in addition to one million who have this ailment without knowing it; three million potential diabetics and 60,000 who become diabetic each year.

Inducted by Optimist

The Gastonia Optimist Club has a new member, Pharmacist George Templeton, who was recently inducted into the organization.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.50 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$5.00 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$9.00 per 100

Reavita Capsules

\$34.80 Doz. 100s

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

WHAT THE CLUBS ARE DOING —

Winston-Salem

Dean E. A. Brecht of the School of Pharmacy, UNC, addressed the Winston-Salem Drug Club on September 4. The program was arranged by James M. Darlington.

Members of the Club were urged to cooperate with the National Pharmacy Week Committee by installing special window displays. President Ernest Rabil presided during the business session.

Northeastern

It was "ladies night" for the Northeastern Carolina Drug Club at their September 23rd meeting held in Williamston. About eighty members, their wives and guests attended the meeting.

A humorous address by Rev. D. E. Earnhart of Washington was favorably received by an appreciative audience.

The program included invocation by W. B. Gurley, introduction of guests by David R. Davis, address of welcome by C. B. Clark, Jr., response by Mrs. John C. Hood of Kinston, and introduction of Rev. Earnhart by Dorsey Welch.

The local committee in charge of arrangements, Mr. Davis and Mr. Clark, had obtained sufficient prizes for all ladies in attendance, as well as special gift items for the Club members. Special ice cream molds with pharmacy insignias were contributed by Gardner Dairy Products.

Present as guests were Dr. and Mrs. V. E. Brown, Dr. and Mrs. Gabel Himmelwright, and Mr. and Mrs. W. J. Smith.

Durham-Orange

The Durham-Orange Drug Club met in Chapel Hill at the Institute of Pharmacy on September 29. Dr. W. Kimball Griffin of Durham spoke to the group on fluoridation of communal water supplies.

In a short business session preceding Dr. Griffin's address, the club's by-laws were amended to admit graduates of the school of pharmacy, who were completing the required

12 months of practical training, to membership in the organization.

John Pickard presided during the meeting, which was attended by 29 pharmacists.

Greensboro

The annual barbecue for the physicians of Greensboro, sponsored by The Greensboro Drug Club, was held at the Fireman's Club on September 25. As customary in the past, the affair was purely social—no speech-making being permitted.

Wilmington

The Wilmington Drug Club, with the co-sponsorship of The Coca-Cola Company, brought Mr. Warren Foster of Atlanta to Carolina Beach for the annual get-together of pharmacists, physicians and dentists of New Hanover County. About 125 persons attended.

Foster, who was introduced as "football coach of Siwash College," made a hit with his audience in relating his experiences as a coach. Generally known to the players as "Sweet Old Bob," Foster said the boys usually called him by his initials.

Wayne County

A. M. Hicks has been elevated to the presidency of The Wayne County Drug Club following resignation of Herbert Taylor, who recently established a new pharmacy in Raleigh.

Owner-manager of the Pikeville Drug Store, Mr. Hicks for a number of years made his home in Charlotte where he was associated with the Eckerd organization.

Joins Upjohn

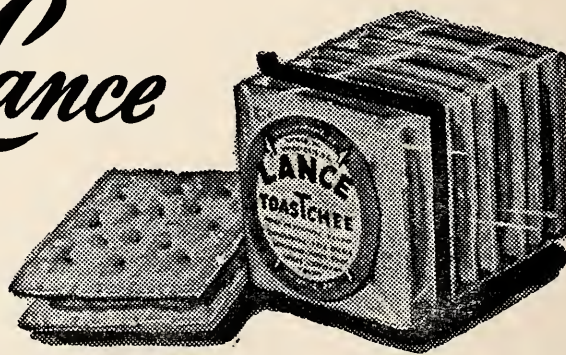
William H. Wilson is now making his home in Winston-Salem, where he represents The Upjohn Company. Prior to entering the detail field, Mr. Wilson was associated with Dailey's Drug Store, Reidsville.



NCPA EXECUTIVE COMMITTEE—A recent picture of the NCPA executive committee. Left to right: E. W. Woolard, Henderson (guest); W. R. McDonald, Jr., Hickory; W. A. Ward, Swannanoa (president); W. L. West, Roseboro; W. J. Smith, Chapel Hill; B. R. Ward, Goldsboro; and W. B. Gurley, Windsor. J. Paul Gamble, Monroe, absent when picture was made.

ASK FOR

Lance



Peanut Butter
SANDWICHES

P-D Shareholders Receive Dividend

Parke, Davis & Company's board of directors recently declared a 35 cent per share dividend—the 264th consecutive dividend by the firm.

The dividend was paid Oct. 30, 1953, to shareholders of record Oct. 9, 1953, and totaled over \$1,700,000. Parke-Davis has more than 24,000 stockholders, none of whom has as much as four per cent of the 4,894,900 shares outstanding.

Payment of this dividend brought to \$1.15 the total paid to date this year by the world-wide pharmaceutical firm. Parke-Davis declared a 45-cent dividend at the close of the first quarter and 35 cents at the end of the second quarter.

The 86-year-old company first began paying dividends in 1878 and has made a profit every year since 1876. Only four other industrial companies listed on the New York Stock Exchange have longer records of consecutive dividend payments than Parke-Davis.

Bender Converts to Self-Service

Featuring "self-service," Bender's completely remodeled store in Fayetteville held its formal opening on October 6 and 7.

Owned by W. M. K. Bender, the store was originally established in 1935 by Mr. Bender and his partner, Saunders, of Wilmington. The present name of the business was assumed when Mr. Bender became sole owner of the store in 1943.

The store has two check-out stands similar to those in use in super-markets. While similar operations exist elsewhere, mainly on the west coast, the Fayetteville store is believed to be the first of its type in North Carolina.

Mayor Pro-Tem

Pharmacist James Thompson has been named mayor pro-tem of Reidsville. A graduate of UNC, he is associated with Bill Dudley and Hunter Gammon at the Carolina Apothecary.

For sixty-eight years

. . . since 1885

SEEMAN

OF DURHAM

Has been producing good printing, and with promptness. Machines and techniques in printing have changed but the inherent quality is maintained.

We are proud of our long association with North Carolina druggists through The Carolina Journal of Pharmacy and its editors. *The Journal* is now in its thirty-fourth volume, and the first printed copy was "Seeman Printed."



The SEEMAN PRINTERY
of DURHAM, NORTH CAROLINA

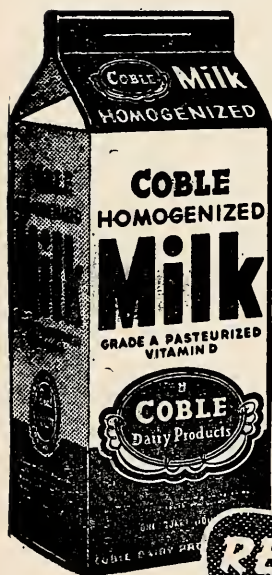
Reach for



COBLE MILK

in the new

**DAIRY GOLD
CARTON**



HOWELL HALL HAPPENINGS

There were 225 students in the School of Pharmacy for the beginning of the Fall Semester as follows:

Class	Men	Women	Total
First	53	7	60
Second	50	5	55
Third	41	5	46
Fourth	44	5	49
	<u>188</u>	<u>22</u>	<u>210</u>
Graduate	15	0	15
TOTAL: 203	<u>22</u>		<u>225</u>

Twenty-one special pharmacy scholarships were awarded by the Committee on Scholarships as follows:

American Foundation for Pharmaceutical Education Scholarship to Christopher B. Hargett, Chapel Hill and Wm. T. Sisk, Asheville.

David Astor Dowdy Pharmacy Scholarship to Reinhold Miller, High Point.

Council Scholarships to Wm. P. Powell, Horse Shoe and Herman S. Barbrey, Mount Olive.

Justice Drug Company Scholarships to Willard G. Creech, Selma, Richard D. Callcutt, Thomasville and Edward F. Jenkins, Burlington.

Scott Drug Company Scholarships to Milton L. Higdon, Franklin and Wm. H. Patton, Hickory.

W. H. King Drug Company Scholarships to Eugene W. Hackney, Sanford and Donald J. Miller, Raleigh.

N.C.P.A. Scholarships to John Dee Wood, Wilmington and Billie E. Pittman, Clayton.

N.C.P.A. Woman's Auxiliary Scholarship to Barbara N. Gilliam, Sanford.

C. B. Miller Memorial Scholarship to Donald H. Bissett, Kinston.

The Grace K. Edwards Scholarship to Jonathan A. Hill, Troutmans.

Charlotte Women's Druggist Auxiliary Scholarship to Monica Justice, Charlotte. Mary Lawton Stanley Scholarship to Zeb Thomas Keever, Lincolnton.

Owens & Minor Drug Company Scholarship to Albert S. Clay, Oxford.

Bodeker Drug Company Scholarship to Walter N. Coley, Stem.

It was pleasing that pharmacy students were the recipients of two new scholarships from outside agencies. The Medical Foundation of North Carolina awarded a scholarship specified for a pharmacy student. This was given to Mr. Robert M. Foster, a first year student from Greensboro by the University Committee on Scholarships. The Civitan Club of Wilmington awarded its annual scholarship to Charles Michael Parker, a first year student from Carolina Beach. In addition to the above list there were other pharmacy students who received scholarships and grants-in-aid from the general university scholarship fund.

One of the greatest thrills for North Carolinians attending the convention of the American Pharmaceutical Association in Salt Lake City occurred when the greetings were brought by the fraternal delegates representing the United States Army and the Air Force because they were brought respectively by Lt. Col. Elliott P. Rigsby and Lt. Col. Henry D. Roth. Both of these men hold the degree of Master of Science obtained at the School of Pharmacy of the University of North Carolina.

Dr. Lee Ming Chow, post graduate research fellow in the School of Pharmacy, and Mr. Ching Sheng Shen, graduate student majoring in economics were married in a most pleasant private ceremony at the home of Dr. and Mrs. W. H. Hartung on September 3. The wedding was attended by a small group of faculty and graduate friends of the bride and groom.

Dean E. A. Brecht addressed the Winston-Salem Drug Club on current affairs in the School of Pharmacy on September 4.

The eighty new students in the School of Pharmacy enjoyed the hospitality of the N.C.P.A. at a reception held at the Institute of Pharmacy in Chapel Hill on September 17. After an interesting program consisting of a movie on pharmacy the new students met the faculty and their wives and enjoyed light refreshments.

The annual barbecue given by the Greensboro Drug Club for the physicians of Greensboro on September 25 was attended by the

(Continued on Page 605)

YOU KNOW!

but do your

CLERKS KNOW?

for increased profit
display and sell the

"Family Pack"



100 TABLETS

OR

50 POWDERS



Snap Back with

STANBACK

HOWELL HALL

following members of the faculty and staff of the School of Pharmacy; Professors Andrako, Hartung, Semeniuk, and Thompson and Instructors F. C. Hammerness and Kenneth Hoy.

During the orientation period for new students in the School of Pharmacy the following upper classmen rendered helpful and friendly service as counsellors: Joyce Nelson, Littleton, and Don Rea Kepley, Denton, for the girls; and David Dowdy, High Point; Pete Barbrey, Mount Olive; Gene Hackney, Sanford; Al Mebane, Lexington, Ky.; and Lionel Perkins, South Boston, Va. for the men.

The three undergraduate assistants for the school year are: Thomas E. Curtis, Waynesville; Eugene W. Hackney, Sanford; and Hatherly C. Paderick, Kinston.

The annual wiener roast in honor of new students was held in Battle Park on October 1.

Pharmacy Week was the feature of one of the card tricks between halves at the football game between the University of North Carolina and Washington & Lee on October 3. Arrangements for this event were made by Joyce Nelson, a fourth year student who is a member of the Card Board.

The Student Branches of the North Carolina Pharmaceutical Association and the American Pharmaceutical Association held the first meeting of the year at the School of Pharmacy on October 8. Committees were organized for the year, and a special transcription was heard by the audience. It featured speeches by secretary Robert P. Fischelis, President F. Royce Franzoni, and Dean L. F. Tice, chairman of the Committee on Student Branches.

There have been two interesting displays in the library. A special display case in the pharmacy library featured Pharmacy Careers during orientation week and the first week of school. On October first the display was changed to historical material in honor of the Bi-Centennial Celebration for Orange County. This display was one of the two listed in the official program for the celebration.

Joyce Nelson, and Gene Hackney, fourth year students, accepted positions on the editorial staff on the *Yackety Yack*.

The official first aid stations at the football games are being manned exclusively by fourth-year pharmacy students this year. This valuable service to the public is a co-operative enterprise between the American Red Cross, the Athletic Association, and the School of Pharmacy. The service is supervised by Dean E. A. Brecht.

Window displays were installed in three Chapel Hill pharmacies by pharmacy students to observe National Pharmacy Week.

Unlawful Refills Costly

David G. Ridenhour, owner of the Center Drug Store, Durham, and two pharmacists were recently fined by Federal Judge Johnson J. Hayes for unlawful sales of "prescription legend drugs."

Ridenhour was fined \$500 and the store \$500. The two pharmacists received fines of \$250 each.

An agent of the Food and Drug Administration testified that during one day he had the same prescription refilled five times, without any attempt being made to check with the prescriber.



"IT'S FAMOUS

because

IT'S GOOD"



AUXILIARY OFFICIALS—Officers of The Woman's Auxiliary, NCPA, for 1953-54 as pictured above. Seated (l to r): Mrs. E. R. Fuller, Salisbury (historian); Mrs. Graham Culbreth, Southern Pines (president); and Mrs. B. R. Ward, Goldsboro (first vice-president). Standing: Mrs. James M. Darlington, Winston-Salem (advisor); Mrs. Sam Jenkin Walstonburg (treasurer); and Mrs. Robert L. White, Charlotte (secretary).

Scott Drug Company

*Wholesale and Manufacturing
Druggists*

Charlotte, N. C.

DOINGS OF THE AUXILIARIES

Wilmington

Committee chairmen were announced at the initial meeting of the Wilmington Drug Club Auxiliary, held at the home of Mrs. D. B. Seitter on September 16.

Mrs. W. L. Hickmon, president, presided and announced the chairmen as follows:

Mrs. Henry Green, hostess chairman; Mrs. W. A. Morton, ways and means; Mrs. J. H. Clendenin, social chairman; Mrs. T. E. Overby, historian, assisted by Mrs. Seitter; Mrs. Hickmon, representative to the Salvation Army Auxiliary Board.

Mrs. Wilbur Adams reported on the State Executive meeting in August in Chapel Hill and the state convention in May.

High Point

Colored slides taken on a recent trip through Northeastern and Southern states were shown as the evening's program featured before the High Point Pharmaceutical Auxiliary on September 24 as the organization was entertained by Mrs. E. R. Anderson and Mrs. E. R. Anderson, Jr.

One new member, Mrs. C. C. Layton, was welcomed into the organization by the president, Mrs. Carson Southern, who presided at the business session.

Announcement was made that the auxiliary will meet in December with the president at her home.

Charlotte Auxiliary

MRS. BEN HAWFIELD, *Reporter*

The Charlotte Women's Druggist Auxiliary held a luncheon meeting on October 13 in the private dining room of the YWCA.

Mrs. D. Clyde Lisk, Jr., the president, conducted the meeting and Mrs. T. K. Steele offered the invocation.

Mrs. Charles Gay entertained the group with a challenging talk on "Living a Lot at a Time as Opposed to Living a Long Time." The speaker pointed out that giving, laughing and loving are essential to getting the most out of life.

Prizes were won by Mrs. Fred Roberts, Mrs. J. H. Morris, Mrs. G. B. Cheek and Mrs. Charles Reynolds.

Visitors welcomed were Mrs. W. T. Ritter, guest of Mrs. E. D. Jackson, and Mrs. Foy Towe, guest of Mrs. George Hughes.

The first meeting of the year was held at the YWCA on September 8. Plans and projects for the year were outlined.

Door prizes were won by Mrs. John Moseley, Mrs. H. W. Wohlford and Mrs. Ben Hawfield.

Visitors included Miss Nancy Cheek, guest of Mrs. G. B. Cheek; Miss Kittie Hill, guest of Mrs. T. F. Hawkins; Mrs. B. Brandon, guest of Mrs. Irving Ferster; and Mrs. John Moseley and Mrs. Charles Reynolds, prospective members.

Raleigh Auxiliary

MRS. BEN R. HARWARD, *Reporter*

Thirty-one members of the Raleigh Woman's Drug Club were present Thursday evening, October 14th, when they met at the home of Mrs. H. M. Stilley on North Blount Street.

President, Mrs. L. H. Crumpler, presided over the business session and welcomed Mrs. H. T. Taylor as visitor.

The following committees were appointed to serve during the coming year: ways and means, Mrs. H. W. Brege, chairman; Mrs. W. C. File, Mrs. Hugh Grant and Miss Carolyn Twigg; entertainment, Mrs. W. B. McDonald, Jr. and Mrs. Homer Starling, chairman and co-chairman; Mrs. Robert Brown, Mrs. D. B. Arnold, Mrs. H. P. Ferrell, Mrs. K. E. Handy, Mrs. John Treadwell, Mrs. J. B. Lee and Mrs. Robert W. Hunter; membership, Miss Evelyn Newsom, chairman; Mrs. W. B. Batchelor; calling, Mrs. J. S. Coxe, chairman; Mrs. Graham Gregory, Mrs. C. S. Mullican and Mrs. H. D. Sanford; sick and cheer, Mrs. Harold Diggett.

Prize winners in cards were Mrs. H. D. Sanford, bridge; Mrs. Forest Matthews, canasta.

Autumn flowers were used in decorating for the social hour. Hostesses were Mesdames R. L. Alphin, B. D. Arnold, W. B. Batchelor, H. W. Brege, J. R. Brockwell, Robert Brown, George Bryan, John Buffalo, W. A. Burwell and R. I. Cromley.



A recent installation of **BASTIAN-BLESSING** Soda Fountain-Luncheonette equipment at
THE ECONOMY DRUG STORE COLUMBIA, SOUTH CAROLINA



A set of **KEY LINE GK-400-A** BOOTHS with wood costumers and with extra panel and cornice above, recently installed at
THOMAS & OAKLEY DRUG STORE ROXBORO, NORTH CAROLINA

GRANT E. KEY, INC.

Manufacturers

LYNCHBURG

Distributors

VIRGINIA

Winston-Salem

MRS. ANNIE B. COOKSEY, *Reporter*

The Apothecary Club of Winston-Salem opened their fall meetings on September 3 in the Arts and Crafts Room of the YWCA. Nineteen old, one new and one visitor were present.

Mrs. W. D. Boyer of Washington, D. C., house guest of Mrs. M. V. Williams was the visitor, and Mrs. Ernest Rabil, wife of Mr. E. J. Rabil of Bobbitts College Pharmacy was our new member.

Mrs. Virginia Davis, wife of Mr. Bernard Davis, joined the Club but could not attend. Mr. Davis is with Walgreen Drug Company.

The Club regretfully accepted the resignation of Mrs. G. C. Hartis, vice-president, and elected Mrs. F. G. Weatherwax to the office.

The meeting was entirely social. Hostesses were Mrs. Elsie Ring and Mrs. Annie B. Cooksey of O'Hanlon-Watson Drug Company.

Greensboro Auxiliary

MRS. J. HARPER BEST, *Reporter*

The Greensboro Drug Club Auxiliary began the new year's work with a luncheon meeting Tuesday, September 22nd, at the Mayfair Cafeteria.

Mrs. A. A. Gwynn introduced one of Greensboro's own young landscape gardeners, Mr. Raeford Turner, as speaker. Mr. Turner gave a most informative talk on several phases of home landscaping. He stressed simplicity as the keynote to successful planning. "Houses should be framed—not concealed—by trees and shrubs," he said. An informal discussion period followed the interesting talk.

Mrs. William P. Brewer, our new president, presided over the business session and literally charmed the members with her combination of beauty and brains. Her enthusiasm proved so contagious that the members voted to sponsor a two-fold sales project this year; adding "Donut Coupons" to "Christmas Cards"! Several of the committees are already hard at work, as shown by the splendid report of the ways

and means chairman, Mrs. P. A. Hayes. Other chairmen are as follows: Mrs. A. A. Gwynn, Program; Mrs. V. F. Smith, Membership; Mrs. C. C. Fordham, Jr., Planning; Mrs. E. P. Gaddy, Sunshine; Mrs. J. T. Usher, Publicity; Mrs. J. Harper, Assistant Publicity.

Chairman of the hostess committee was Mrs. William P. Brewer, assisted by Mesdames W. H. Barton, W. C. Brown, E. W. Buchanan, E. J. Buchanan and J. Harper Best. The speaker's table was centered with a lovely arrangement of lavender and white asters. Purple and white "hand" shaped cards added a friendly touch and carried the numbers for the draw prize. Mrs. Thomas Sarvis, a prospective member, was asked to make the drawing. She was quite astonished to realize she had drawn her own number. A set of hand painted glasses was presented to her.

Other visitors welcomed were Misses Margaret and Mary Freeman of Burlington, Mrs. J. B. Pleasants of Greensboro, Aunts of the President; and Mrs. D. E. Compton, one of our beloved former members.

October is due to be an outstanding month for the Club as Mrs. Graham Culbreth of Pinehurst, State President, is to be a special guest. Then, too, we are promised a repeat performance of the dramatic fashion show which proved such a success last year.

All in all, we look forward to a year of renewed friendships, hard work and greater goals achieved.

We extend greetings to all of the Auxiliaries in the N.C.P.A.

WNC Auxiliary

A benefit bridge and canasta party, sponsored by the Auxiliary of the Western N. C. Drug Club, was held October 16 in Asheville.

The party was arranged by Mrs. J. M. Tatum, assisted by Mrs. F. A. Powell and Mrs. L. G. Crouch.

Mrs. H. R. Laidlaw and Mrs. James W. Harrison were in charge of ticket sales. A number of prizes given away during the party were obtained by Mrs. Tom Bennett.

The committee in charge of refreshments consisted of Mesdames Harry Dover, Charles Beamau and S. L. Shultman.

How Fast Are You Losing Customers?

Research in the retail field has turned up some startling facts and figures: Of each 100 customers—

- 15 are lost in the 1st year, leaving 85.
- 13 are lost in the 2nd year, leaving 72.
- 11 are lost in the 3rd year, leaving 61.
- 9 are lost in the 4th year, leaving 52.
- 8 are lost in the 5th year, leaving 44.
- 7 are lost in the 6th year, leaving 37.
- 6 are lost in the 7th year, leaving 31.
- 5 are lost in the 8th year, leaving 26.
- 4 are lost in the 9th year, leaving 22.
- 3 are lost in the 10th year, leaving 19.

Thus, in 10 years 81 per cent of your good customers are lost. Why? There are some interesting data on this, too—

68% quit because of discourteous or in-different treatment and of poor service.

14% quit because grievances were not ad-justed.

9% were lured away by lower prices.

5% were influenced by others to trade elsewhere.

3% moved away.

1% died.

What to Do About It

Lost customers can be replaced with new customers—at a national average cost of \$20 each. And a lot of them can be brought back—if you are willing to make the effort and know what to do. A study of the above should lead you to the answer.

Although the above figures come from retail experience, the same truth holds if you are a wholesaler, manufacturer, service firm, bank or anything else. People prefer to buy where they feel their trade is welcomed and appreciated. HOW you sell is often more important to them than WHAT you sell.—Greensboro Merchants Association.

Preparedness Begins at Home Says Governor

The first national "Emergencies Don't Wait Week," Oct. 5-11, sponsored by Johnson & Johnson, the world's largest manufacturers of surgical dressings, was a tremendous success, according to John T. Mc-

Laughlin, director of the Surgical Dressings Division. "Our sales managers and salesmen report that they received greater sales reception from their accounts than they have ever received from any previous sales promotion," McLaughlin said.

Governor W. B. Umstead launched the campaign in this state with a statement of endorsement urging all residents of the state to protect their families against accidents by eliminating home safety hazards and providing their homes with basic first-aid equipment.

Referring to the nearly 5,000,000 people who were injured in home accidents last year, Governor Umstead said, "In this era of international emergency and uncertain truce, every citizen wholeheartedly supports his country's program of preparedness. Yet, in his own home he often neglects the basic elements of accident prevention and emergency preparedness by allowing unsafe conditions to exist and by failing to keep his home adequately equipped with essential first-aid supplies."

Bermuda Trip Proposed

Members of the NCPA are being surveyed to determine their interest in a proposed trip to Bermuda next fall.

The new streamlined *M. S. Stockholm* would be used for the trip, sailing from Morehead City on October 23, 1954 and returning five days later.

Fares would be from \$110 up with an average of around \$135. This includes transportation, stateroom, all meals, all entertainment and shipboard activities and use of the ship as hotel with meals while in Bermuda.

There is no restriction on who may go on the cruise. NCPA members may take their children, their friends, their local doctors.

The decision, based on response to survey, will be made on December 1st.

The fares quoted are lower than usual since the *Stockholm* will have made a first voyage from Morehead City the week prior to this proposed cruise—saving the time and expense of bringing the ship from New York.

"Family" Magazine Sell-Out

The entire first issue of *Family*, a digest for better health, was virtually a sell-out within a week after hitting drug store counters all over the country, it was announced by Robert Guinn, publisher, at a progress report conference held in the new magazine's office.

Mr. Guinn displayed telegrams and letters from druggists indicating that many had sold out completely in a few hours, with most disposing of their supply in one to three days. Along with requests for additional copies, druggists are increasing their orders for the next issues in anticipation of continuing demand.

Re-orders poured in so quickly and in such abundance that supplies of the first issue were exhausted long before the full demand could be met. As a gauge of consumer interest in the magazine, Cromwell's in Radio City, largest independent drug store in New York, called in an order for 1,000 copies.

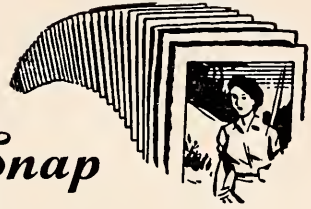
"Frankly," stated Mr. Guinn, "we were not prepared for anything like this. We could easily have sold twice the number of copies we printed."

One clue to why the magazine was selling so well could be found in the way individual druggists are promoting at point of sale. A spot check of drug stores in the New York metropolitan area disclosed that druggists were prominently displaying the special rack designed to hold 30 copies of *Family*, with many stores using several racks in different locations.

Other stores, such as the Sun Ray Chain in Pennsylvania, are promoting *Family* via their local newspapers and radio stations. Counter cards and window streamers, supplied by the publisher, are also much in evidence wherever the magazine is sold.

Mr. Guinn announced that over 4,000 independent drug stores and chains, covering the entire country, are now selling *Family* with the list growing daily. The fact that drug wholesalers are handling distribution of the magazine has been instrumental in its growth, with druggists appreciating the convenience of placing their order for *Family* along with their regular drug order.

*It's
A Snap*



TO

INCREASE YOUR PHOTO FINISHING PROFITS

*when you use the
BEST QUALITY
MOST MODERN
FASTEST SERVICE
IN THE SOUTH*


at the LOWEST COST!

Inquire about

- ★ OUR DIFFERENT PRINTING PROCESS
- ★ OUR MAXIMUM DISCOUNTS

All Films
RECEIVED BEFORE
10 A. M.
WILL BE SHIPPED OUT
THE SAME DAY
Call or Write
JIM BULLARD

Richmond
CAMERA SHOP



217 E. GRACE ST.
RICHMOND, VIRGINIA - DIAL 7-0759

This List Was Omitted from the Annual Report N. C. Board of Pharmacy

REGISTERED ASSISTANT PHARMACISTS

73. Adams, Lowry Thomas 1934 Winston-Salem
 79. Badgett, Elmer Webb 1935 Mount Airy
 50. Bass, James Albert 1932 Wilson
 41. Birkitt, Sebastian Poisal 1931 Charlotte
 43. Brame, Peter Joyner 1932 N. Wilkesboro
 20. Branch, Braxton Craven 1928 Rocky Mount
 28. Brooks, Cleggette McLane 1931 Monroe
 48. Brown, Henry Shelton 1932 Goldsboro
 106. Bryant, Nan 1938 Tarboro
 23. Carrigan, James Frank 1930 Salisbury
 61. Chadwick, Samuel Thomas 1933 Havelock
 27. Griffin, Thomas William 1930 Statesville
 96. Gwynn, Archibald A. 1938 Greensboro
 4. Heslep, Frank Wysor 1923 Beaufort
 72. Humphries, Aubrey Teddington 1934 Charlotte
 62. Kemp, Affie Thurston 1933 Burlington
 56. King, Roland Gabriel 1933 New Bern
 19. Maus, Fred Beall 1928 Greensboro
 7. McConnell, Ethel 1926 Newton
 64. Moore, Horace Wesley 1933 Lexington
 74. Moose, Hubert Foy 1934 Statesville
 68. Munns, Robert Floyd 1934 Whitesville
 5. Musgrove, William McKinley 1924 Catawba
 88. O'Brien, Claude Cornelius 1936 Greensboro
 53. Porter, James Neely 1933 Charlotte
 26. Russell, Lon Deal 1930 Greensboro
 47. Stiles, Marcus Otho 1932 Mooresville
 77. Wade, Clifton Elsworth 1935 Colerain

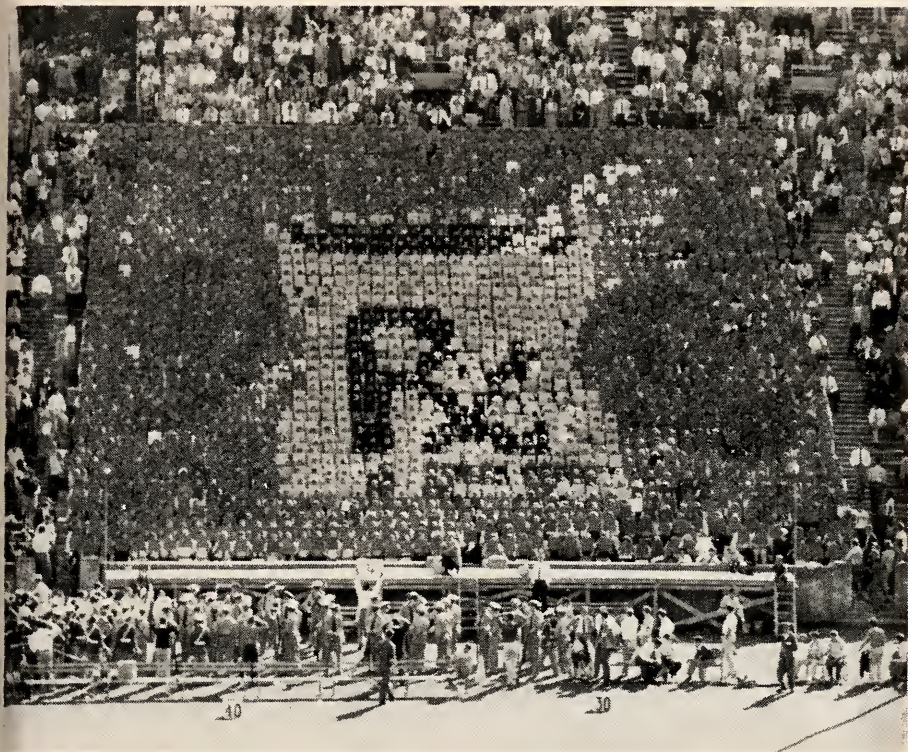
LIST OF PHYSICIANS HOLDING PERMITS TO CONDUCT DRUG STORES

(Living in Towns of Not More Than 800 Inhabitants to Whom Permits to Conduct Drug Stores Have Been Granted.)

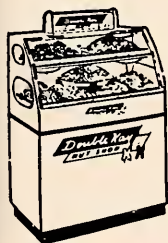
203. Beard, Grover Cleveland
 Atkinson, Pender County
 139. Beasley, Edward Bruce
 Fountain, Pitt County
 204. Bonner, John Bryan
 Aurora, Beaufort County
 181. Brown, Clarence Emanuel
 Faith, Rowan County
 364. Brown, James Arthur
 Cleveland, Rowan County
 361. Cole, Walter Franklin
 Bunn, Franklin County
 280. Clark, DeWitt Duncan
 Clarkton, Bladen County
 178. Currie, Daniel Smith
 Parkton, Robeson County
 382. Darden, J. L. Jr.
 Colerain, Bertie County
 355. Eagles, C. S.
 Saratoga, Wilson County
 356. Finney, Jonathan Richard
 Booneville, Yadkin County
 332. Fulp, James Francis
 Stoneville, Rockingham County
 385. Futrell, John M.
 Summerfield, Guilford County
 298. Hackney, Ben Hall
 Lucama, Wilson County
 123. Hammond, Alfred Franklin
 Pollocksville, Jones County
 138. Hinnant, Milford
 Micro, Johnston County
 381. Howard, J. R.
 Lake Waccamaw, Columbus County
 162. Long, Fred Yount
 Catawba, Catawba County
 383. Miller, Samuel R. Jr.
 Fontana Dam, Graham County
 380. Packer, Lawrence Leroy
 Laurel Hill, Scotland County
 319. Parker, Clifton Ceno
 Woodland, Northampton County
 384. Parks, John Edward Jr.
 Robbinsville, Graham County

321. Rourk, Malcolm Henderson
Shallotte, Brunswick County
243. Smith, Anderson Jones
Black Creek, Wilson County
359. Staton, L. R.
Hayesville, Clay County
360. Vassey, Thomas

- Trenton, Jones County
263. Weathers, Rupert Ryon
Knightdale, Wake County
375. Womble, Edwin Cornelius
Wagram, Scotland County
339. Wright, John
Macesfield, Edgecombe County



PHARMACY WEEK RECEIVES KICK-OFF AT UNC—It took 2,000 UNC students to pull this card trick in Chapel Hill during the football game with Washington & Lee on October 3. Arrangements for this event to honor National Pharmacy Week were made by Joyce Nelson, 4th year pharmacy student from Littleton.



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP **KK**
DEPARTMENT ®

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois

Pharmacist of the Year

Mr. John Cogdell Hood of Kinston has been named "Pharmacist of the Year" by the executive committee of the N. C. Pharmaceutical Association. To appropriately recognize the honor bestowed on Mr. Hood, the NCPA has arranged a testimonial dinner in Kinston on November 18th at which time an inscribed mortar and pestle will be presented to the "Pharmacist of the Year."

Alex L. Hogan, Hogan's Pharmacy, Kinston, is local chairman in charge of arrangements, and will act as toastmaster at the dinner. NCPA members, friends and relatives of the Hood family, and members of the Northeastern Carolina Drug Club are expected to attend the party.

Prior to the dinner, an art show under sponsorship of Mrs. Hood, who is a talented artist, will be held in the Hotel Kinston. Mesdames A. L. Hogan, E. L. Bradshaw and George Knott, Jr. will be hostesses at a cocktail party on the mezzanine floor of the hotel prior to the award ceremony.

Complete details in the December issue of this JOURNAL.

Half Rx's Require Compounding

Bill Jordan writes from Tainter's Drug Store, Marion: "These days many people say the art of compounding is gone, that the doctors all prescribe specialties already prepared.

"We make a large number of capsules here, also fold some powders and compound many liquids. Occasionally we keep a record of the number of capsules we make on some given day. On July 11th we made up 18 batches of capsules for a total of 81 caps. On October 3rd we made up 2 batches for a total of 613 capsules.

"We think Dr. Thompson would be interested in these figures. I wish I had time to run a survey on our file for him but I haven't. We scrape very few labels and I would estimate half of our prescriptions require some compounding."

Joins Creech

Brooks Beddingfield, formerly of Kenly has joined Creech's Pharmacy, Smithfield



"Borden's large variety of flavors and special items sells itself."



No Therapeutic Dentifrice Today, Panel Agrees

A genuinely therapeutic dentifrice—one that has been proved to prevent tooth decay or gum disorders—has not yet been developed, six dental scientists have agreed.

The experts, who have carried on extensive research in the dentifrice field, took part in a panel discussion at the 94th annual session of the American Dental Association.

The conference was summed up by Dr. Thomas J. Hill, of Cleveland, professor of oral pathology and therapeutics at the School of Dentistry, Western Reserve University, who served as moderator.

"It is not definitely established that the dentrifices as used by the public materially decrease the dental caries (tooth decay) rate because of any specific therapeutic substance incorporated in them," Dr. Hill said.

Dr. Hill, who is also chairman of the Council on Dental Therapeutics of the American Dental Association, emphasized that proper use of the tooth brush as a cleansing instrument was more effective for dental health than any particular substance in a dentifrice.

"It would appear that the present advertising claims of dentrifices are inclined to lead the public to put too much faith in some incorporated ingredient rather than in the prophylactic (cleansing) value of the dentifrice," Dr. Hill said.

The dental scientists arrived at the same conclusions for the latest dentifrice on the market—the so-called anti-enzyme toothpastes—as well as those containing ammonium compounds, chlorophyll derivatives and antibiotics such as penicillin.

About the anti-enzyme products, Dr. Leonard S. Fosdick, of Chicago, chairman of the department of chemistry at the Dental School, Northwestern University, who has conducted extensive research in the field, made no positive assertion that the enzyme "inhibitors" he had studied assure definite promise of preventing tooth decay.

"During the past 10 years, the American public has been led to believe that by brushing the teeth with various types of preparations, dental caries could be prevented," he said. "Unfortunately, the expectations as aroused by clever advertising have not been fulfilled."

Dr. Fosdick said preliminary research indicated some promise for the anti-enzyme approach but added:

"Before any final conclusions are reached, clinical tests must be performed wherein the actual incidence of carious lesions (decay) is determined.

"Actually, clinical experiments of this type are now under way, but as yet no information is available to indicate the effectiveness of these compounds against clinical caries."

To Be Featured in Magazine

Mrs. Caroline Bird Menuet, well known magazine writer, was in the state recently to assemble copy for *Family*, a monthly magazine being sold exclusively by drug stores. Specifically, Mrs. Menuet wanted to interview druggists who had done outstanding work in community activities. The story, or stories, will appear in later issues of *Family*.

Courtesy Clerk

Recently named as "Most Courteous Clerk of the Week" was Miss Dottie Sentell of The Freeze Drug Store, Hendersonville.

Named to State Board

Governor Umstead recently named Paul B. Bissette, Sr. of Wilson to the State Board of Correction and Training. His term runs to July 1, 1959.

Marriages

Miss Jacqueline O'Neal of Louisburg and Edward Franklin Kimball of Raleigh were married on October 14. The bride is a UNC Pharmacy School graduate, Class of 1953.

Miss Mary Frances Parsons and Clifford Erwin Hemingway were married in Winston-Salem on September 12. Both the bride and groom are pharmacists. They will make their home in Gastonia.

Miss Mary Louiza Howie and Joseph Paul Gamble, Jr., son of Pharmacist and Mrs. J. Paul Gamble, were married in Monroe on October 3. The young couple will make their home in Monroe, where Paul, Jr. assists his father in the operation of the Gamble Drug Store.

Births

Bill and Viola Howell of Dobson announce the birth of a daughter, Linnie Ann, on August 24. The Howells operate the Dobson Drug Store located adjacent to the foothills of the Blue Ridge.

Susan Beth, daughter of Pharmacist and Mrs. Winfred A. King of Mount Airy, was born September 2.

In an attractive folder entitled "Ours is a New Hudson . . . Not a Trade-In," Mr. and Mrs. Truman Hudson of Statesville announced the birth of Melissa Rae on August 26. In a footnote to the model specifications, friends of The Hudsons were "assured there will be no more models during the year."

Mr. and Mrs. C. C. (Chuck) Turner of Raleigh are the parents of a boy born in Durham on October 16.

Mr. and Mrs. Ed Knight, Knight's Pharmacy, Black Mountain, announce the birth of a daughter, Ann Sterling, weight 8 lbs., 6 ounces, on October 31.

A daughter, Stephanie York, was born to Mr. and Mrs. Douglas Bain, Jr., Clayton, on November 3rd. Stephanie weighed 8 lbs., 13 ounces. Mr. Bain, now in service, is stationed at Fort Jackson.

Howard and Betty Yandle, Durham, announce the birth of a son, Steven Alan, weight 6 lbs., 12 ounces, on October 24. Howard manages Sutton's prescription department, Chapel Hill.

Deaths

George A. Iseley, 65, Mayor of Raleigh from 1931 until 1939, died October 14 after a long illness. At one time, Mr. Iseley was associated with W. J. Boon in operating the Boon-Iseley Drug Company, Raleigh.

John Smith East, Sr., Draper pharmacist died in Leaksville on September 28 after a short illness. A native of Randolph County Mr. East had worked for the Draper Pharmacy since 1935.

Rexall 9 Months Report

Rexall Drugs, Inc., reports net profit for the nine months of 1953, after all charges and taxes, of \$2,143,588, equal to 61 cents per share. This compares with net profit of \$861,425, equal to 25 cents per share, for the corresponding period of last year.

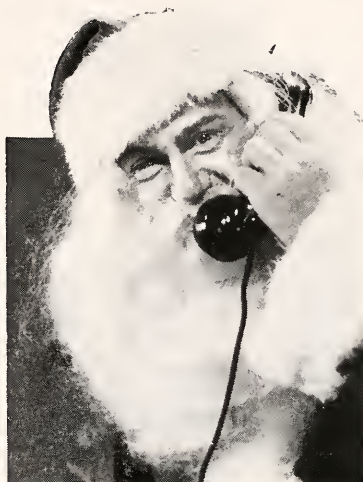
Total sales for the nine months ending September 30, 1953, were \$143,370,200 against \$128,788,834 for the like period of 1952.

Supplies Tape

Frank Barnett, Jr., Parker's Drug Store Henderson, writes: "Thought the enclosure slip might be of interest to you and the readers of THE JOURNAL. This slip of paper was given Mr. M. P. Perry by a deaf person. Mr. Perry gave the customer what he wanted without delay."

Written on a piece of paper was "He tem table." Adhesive Tape was the product desired.

How Will You Answer



That Last-Minute Call?

It's the week before Christmas. Stocks all over town are picked over, and then begin the last-minute calls from Santa Claus. Will he find "just the thing" for Susie, Aunt Emily and Mr. Jolly? He will if you call Bodeker NOW.



Wholesale Drugs
since 1846

Cigarette lighters, toys, perfumes, home appliances—a selection to make him glad he thought to call on you—a selection to make you glad you thought in time to replenish your profit-producing gift stock from Bodeker. Do it now.

The Bodeker Drug Co.

1408-1416 EAST MAIN STREET
RICHMOND 13, VIRGINIA

"More than 100 years of friendly and dependable service"

Dress up your store for Christmas !



Don't wait! Now's the time to
Beautify your store front with the **GIFTS GALORE**

Santa Window Display... Feature our
other eye-catching promotion material...
Display **GIFTS GALORE** merchandise.

You'll wrap up extra sales this Christmas
when you dress up your store as
Neighborhood Gift Headquarters.

ASK OUR SALESMAN!

W. H. King Drug Company

"The House of Friendly and Dependable Service"

Raleigh, North Carolina

The Carolina **JOURNAL OF PHARMACY**

DEC 14 1954

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



ec., 1953

IN THIS ISSUE

• ETHICS IN MODERN PHARMACY

XXXIV Number 12

potency considered,

MULTICEBRIN

is the patient's "best buy"
in the quality
multiple-vitamin market



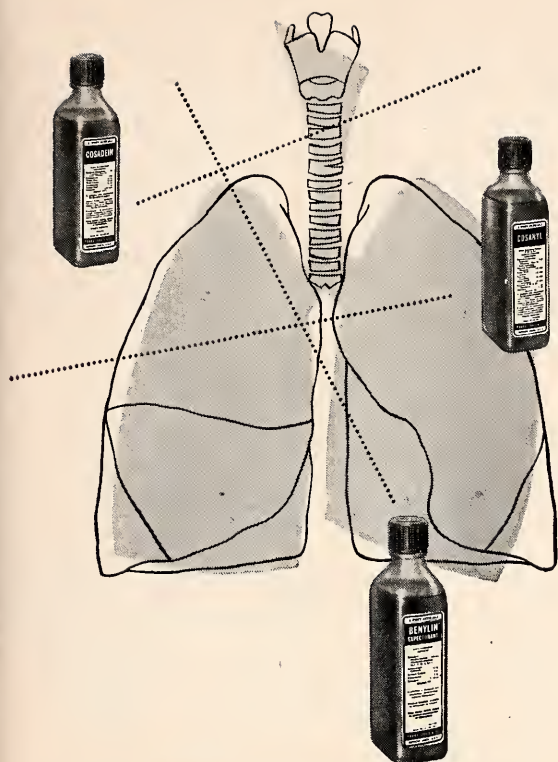
Prices are net trade and
subject to change or
withdrawal without notice.

'Multicebrin' is your "best buy," too, in the new
case of fifty 100's at only \$146 per case. Your gross
profit per case is \$97, or 39.9 percent on the selling
price. Order a case today!

GELSEALS

MULTICEBRIN

(Pan-Vitamins, Lilly)



to ease cough

3 established preparations

These three widely-prescribed products—**BENYLIN® EXPECTORANT**, **COSADEIN®**, and **COSANYL®**—provide helpful relief in a wide range of coughs. Physicians have come to rely on each for its own special qualifications.

BENYLIN EXPECTORANT

A nonnarcotic preparation containing Benadryl® hydrochloride for antispasmodic and decongestant action. Coughs of allergic origin are often amenable to control with **BENYLIN EXPECTORANT**. Mildly tart in taste, raspberry-like in flavor.

Each fluidounce contains:
Benadryl hydrochloride
(diphenhydramine

hydrochloride, Parke-Davis)	80 mg.
Ammonium chloride	12 gr.
Sodium citrate	5 gr.
Chloroform	2 gr.
Menthol	1/10 gr.
Alcohol	5%

Supplied in 16-ounce and 1-gallon bottles.

COSADEIN

An exempt narcotic containing codeine phosphate, which helps control cough without appreciable depression of respiratory center. Other ingredients help relieve tight coughs by thinning thickened bronchial secretions. Nonsweet, with anise-like flavor.

Each fluidounce contains:

Codeine phosphate	1 gr.
Chloroform	2 gr.
White pine	32 gr.
Wild cherry	32 gr.
Eriodictyon	16 gr.
Poplar bud	4 gr.
Glycerin	120 min.
Alcohol	20%

Supplied in 16-ounce and 1-gallon bottles.

COSANYL

COSANYL, the original Syrup Cocilana Compound, is an exempt narcotic containing dihydrocodeinone bitartrate. It has a long record of alleviating bronchial irritation in conditions in which the cough is excessive, or the secretion and expectoration scanty. Sweet in taste, it has a peach-like flavor.

Each fluidounce contains:

Dihydrocodeinone bitartrate	1/6 gr.
Tincture Euphorbia pululifera	120 min.
Cascarin (Bitterless), Parke-Davis	3 gr.
Menthol	2/25 gr.
Syrup squill compound	24 min.
Syrup wild lettuce	120 min.
Tincture cocilana	40 min.
Alcohol	6%

Supplied in 2-ounce, 4-ounce, 16-ounce, and 1-gallon bottles.



Parke, Davis & Company
DETROIT, MICHIGAN

Honored
FOR EXCELLENCE



MY HOBBY BOX



Hollingsworth's
UNUSUAL CANDIES

FOR THOSE WHO LOVE FINE THINGS

Increase your salary with Pfizer steroids!

*in a recently published
report the following
thought-provoking
statement is made*

*"Drug-store proprietors
...withdraw higher
salaries as prescription
income rises in relation
to total sales."*

*Journal of the American
Pharmaceutical Association
14:577 (Sept.) 1953.*

your total sales will rise

Pfizer promotion and advertising
result in more physicians using and
prescribing this new line.

your prescription income will rise

because this line of hormone products assures you
of the continuing Pfizer high volume and profit.

PFIZER SYNTEX STEROID HORMONES

SYNANDROTABS* methyl testosterone,
U.S.P., tablets

SYNANDRETS* testosterone, U.S.P.,
transmucosal tablets

SYNANDROL* testosterone propionate,
U.S.P., in sesame oil

SYNANDROL*-F testosterone, U.S.P., in
aqueous suspension

DIOGYNETS* estradiol, U.S.P.,
transmucosal tablets

DIOGYN*-E ethinyl estradiol, tablets

DIOGYN* estradiol, U.S.P., in aqueous
suspension

DIOGYN*-B estradiol benzoate, U.S.P., in
sesame oil

ESTRONE estrone, U.S.P., in aqueous
suspension

SYNGESTROTABS* ethisterone, U.S.P.,
tablets

SYNGESTRETS* progesterone, U.S.P.,
transmucosal tablets

SYNGESTERONE* in Sesame Oil
progesterone, U.S.P., in sesame oil

SYNGESTERONE* in Aqueous Suspension
progesterone, U.S.P., in aqueous
suspension

COMBANDRIN* estradiol benzoate, U.S.P.,
and testosterone propionate, U.S.P., in
sesame oil

COMBANDRETS* estradiol, U.S.P., and
testosterone, U.S.P., transmucosal
tablets

NEODROL* stanolone in aqueous suspension

**stock them now!
watch your
profits grow!**



PFIZER LABORATORIES, Brooklyn 6, N. Y.
Division, Chas. Pfizer & Co., Inc.

* TRADEMARK

Season's Greetings

- | | |
|----------------------|-----------------------|
| • In French, it's | JOYEUX NOEL |
| • In Italian, it's | BUON NATALE |
| • In German, it's | FROHLICHE WEIHNACHTEN |
| • In Dutch, it's | GELUKKIG HERSTMIS |
| • In Norwegian, it's | GLAEDELIG JUL |
| • In Spanish, it's | FELIZ NAVIDAD |
| • In Polish, it's | WESEOLYCH SWIAT |

FROM

OWENS & MINOR DRUG COMPANY, INC.

"Good Drug Wholesalers since 1882"

1000-1008 E. CARY STREET

RICHMOND, VIRGINIA

IT'S

PEACE

PROSPERITY

AND

GOOD CHEER



Merry Christmas

Happy New Year

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXXIV

DECEMBER, 1953

No. 12

The Apothecary's Oath

Thy eternal providence has appointed me to watch over the life and health of Thy creatures. May the love for my art actuate me at all times; may neither avarice, nor miserliness, nor thirst for glory, or for a great reputation engage my mind; for the enemies of truth and philanthropy could easily deceive me and make me forgetful of my lofty aim of doing good to Thy children. May I never see in the patient anything but a fellow creature in pain. Grant me strength, time and opportunity always to correct what I have acquired, always to extend its domain; for knowledge is immense and the spirit of man can extend infinitely to enrich itself daily with new requirements. Today he can discover his errors of yesterday and tomorrow he may obtain a new light on what he thinks himself sure of today. O God, Thou hast appointed me to watch over the life and death of Thy creatures; here I am ready for my vocation, and now I turn unto my calling.

—The Oath of Maimonides

Celebrate Opening of New Home

Charlie Crowell and his brother, Joe, celebrated the opening of their new business home—Mooresville Drug Company—by awarding a number of valuable prizes to lucky visitors. Included were a television set, a 4-piece silver set and a General Mills steam iron.

The new store has 2,400 square feet of floor space, exclusive of a basement, which houses a heating and air conditioning plant. The new fixtures are of grey oak; the floor is covered with plastic tile, and there's recessed fluorescent lighting throughout.

Charlie is a graduate of the UNC School of Pharmacy, '37. He has been associated with various pharmacies in the Charlotte and Mooresville area; at one time represented Parke, Davis & Company, and is a Navy veteran of World War II.

Joe attended UNC and served in World War II at Fort Sam Houston, Texas. The Crowells have owned and operated the Mooresville Drug Company since 1946.

Heads Shrine Club

C. O. Huntley, Lenoir pharmacist, was recently elected President of the Foothills Shrine Club. A director of the Club, which includes Shriners in Caldwell, Catawba, Alexander & Burke Counties, is Pharmacist-Mayor Earl Tate of Lenoir.

Interesting Correspondence

There's something interesting going on all the time. That's why pharmacists never die, they just fade away, so believes Ed Fuller of the Innes Street Drug Company, Salisbury.

From a recent mail delivery, Ed selected this sample:

"Dear Innes St. Drug Company. This is Sam . . . I have a prescription at this drug company. Please fill out and mail to me at once. I am sending you \$14.00. I will pay postal on this end. Thank you."

Back went request for prescription number, and here came this reply:

"You have my prescriptions. All ready I left it there on August 15th from Dr. . . . You put it on file with my name. You look your file and you will find it."

Visits Europe

Bob Parsons, UNC graduate now residing in New York State, sends us post card from Switzerland: "Been to France and Italy. Now heading for Germany and England. Venice is very nice but there is nothing like Paris. Switzerland is beautiful, rather like Asheville. I think we have seen every church and museum in Europe."

Melvin Represents NCPA at Meeting

A meeting was held recently in the offices of The N. C. Merchants Association, Raleigh to consider the formation of a council to coordinate insofar as possible kindred activities of State retail associations.

The NCPA was represented by M. B. Melvin of Raleigh.

Prize Winner

Mrs. C. L. Futrell, wife of a Raleigh pharmacist, took first prize in the 1953 State Fair's press photography competition. The prize-winning photo was made in Cary of a residence being destroyed by fire.

Returns to Albemarle

W. H. Mosteller has returned to Albemarle where he will be associated with Harry Murrell in the operation of Murrell's Pharmacy. A graduate of the Univ. of South Carolina School of Pharmacy, Mosteller worked in Albemarle for some months prior to moving to Columbia a year ago. Having gotten his roots firmly attached to Tar Heel soil, he returns to Albemarle and a progressive store.

New Plant for Bellamy

Among the features of the new plant to house the Robert R. Bellamy wholesale drug firm of Wilmington, now being constructed on the Wrightsville Beach highway: 25,000 square foot warehouse section with provision to expand; a winter-summer air conditioning system, and complete sprinkler system.

The plant is being built on an 11-acre site. It is expected to be ready for occupancy by April, 1954.

Johnson Enlarges Store

Johnson's Drug Store, Fuquay Springs, owned by Woodrow W. Johnson, has been enlarged and completely remodeled from front to back.

Plans for enlarging the store had been on Mr. Johnson's agenda for several years, but it was not until recently that he was able to realize his aims. Removal of the post office, which occupied quarters at the rear of the drug store, to another location enabled the owner to increase floor space from 57 x 24 to 83 x 24.

The store's solid glass front with California red wood border is said to be one of the most unique in North Carolina.

Johnson established the store in 1937 after working as a pharmacist in drug stores of Greenville, Spring Hope and Scotland Neck.

Rx for "Rx Price Shock"

To do something about "Prescription Price Shock," this sign is posted on the cash register of Salley's Drug Store, Asheville: "To Our Patrons—When you have a prescription filled, we shall be glad to discuss its cost. We invite frank discussion because our prescription prices are based upon a formula which is fair to all."

Lilly Sets All-Time Sales Record

Eli Lilly and Company's consolidated net sales in the first nine months of this year were nearly \$4,500,000 above a year ago as the result of all-time record sales for the period, it was announced by Eugene N. Beesley, company president.

Net sales hit a record high of \$93,696,000 for the first three quarters, compared with \$89,237,000 a year ago.

Consolidated net income was \$9,268,000 as compared with \$9,624,000 a year ago. Net income for the third quarter showed substantial improvement over previous quarterly periods of 1953 and also over the corresponding quarter of 1952. Earnings so far this year are equivalent to \$3.63 per common share. Per-share earnings for the first nine months of 1952 were \$3.77.

Income before federal and foreign income

taxes was \$20,163,000. Taxes were \$10,895,000—representing 54 percent of earnings.

Dividends of 75 cents per share on common stock were paid in each of the first three quarters.

Norton Appointed

John E. (Jack) Norton has been appointed Manager of Trade Relations of the A. H. Robins Company, Inc. Formerly a professional service representative and later manager of the Virginia Division of the Richmond firm, Mr. Norton has traveled extensively throughout the United States and has a wide experience in the drug field.

In announcing Norton's promotion, E. Claiborne Robins, President of A. H. Robins Company stated that "as Manager of Trade Relations, Mr. Norton's activities will be broadened to provide a closer liaison between the company and its wholesale and retail distributors, pharmaceutical associations and government agencies on all matters pertaining to overall policy. In his new position, he will serve the best interests not only of his company, but of the pharmaceutical industry as a whole."

Adoption of Uniform Catalogue Urged

To stimulate various manufacturers to accept the Simplified Uniform Catalogue Recommendations as suggested by the Department of Commerce, The Fellows in The American College of Apothecaries are being supplied with stickers: "Are You Using the Uniform Catalogue?"

The stickers are to be applied to all checks and letters going to manufacturers. Widespread adoption of the Uniform Catalogue will be a great time-saver for pharmacists.

FOR SALE

Two drug stores located in Eastern North Carolina. One located in center of rich farming area; the other on the coast. Liberal terms offered to responsible party. Details direct from the owner. Write: WACB.



PHARMACIST OF THE YEAR

Named "Pharmacist of the Year" by the executive committee of the N. C. Pharmaceutical Association, John Cogdell Hood of Kinston (left) is shown receiving the NCPA's annual mortar and pestle award for outstanding service as a pharmacist.

The presentation address and award was by NCPA President W. A. Ward of Swannanoa, shown on the right.

Seated in the foreground is Alexander Lacy Hogan, Kinston pharmacist, who served as toastmaster at the dinner honoring Mr. Hood.



Reabela Tablets

\$8.00 per 1000 \$12.00 doz. 100s

Reaco B-Complex with C Tablets

\$20.00 Doz. 100s

Reaco A & D Capsules

\$10.00 Doz. 100s

A. E. P. Tablets

\$24.00 Doz. 100s

Pyridoxine HCl (B6) 10 mg. Tablets

\$2.25 per 100

Pyridoxine HCl (B6) 25 mg. Tablets

\$4.50 per 100

Pyridoxine HCl (B6) 50 mg. Tablets

\$7.50 per 100

Reavita Capsules

\$34.80 Doz. 100s

\$28.00 per 1000

Reacaps

\$25.80 Doz. 100s

Your cooperation in stocking Reaco Products is appreciated

REACO PRODUCTS

P. O. Box 247

WEST DURHAM, NORTH CAROLINA

John C. Hood Honored at Banquet

John Cogdell Hood, named "Pharmacist of the Year" by the executive committee of the N. C. Pharmaceutical Association, was honored at a testimonial dinner in Kinston on November 18. There were 161 persons present for the occasion.

As "Pharmacist of the Year," Mr. Hood received the Association's mortar & pestle award—a 50-year-old appropriately inscribed bronze mortar & pestle. The award was presented to Mr. Hood by NCPA President W. A. Ward, who commended him for more than forty years of service as a pharmacist and public spirited citizen.

The dinner session was presided over by Alexander L. Hogan, proprietor of Hogan's Pharmacy, who served as toastmaster. Mayor Guy Elliott; Charley McCullers, manager of the Kinston Chamber of Commerce; Mrs. Lucy Hood Coltrane, secretary of the Smithfield Chamber of Commerce; and Galt Braxton, editor of The Kinston Free Press, made talks, paying tribute to Mr. Hood as a good citizen and Christian gentleman.

At the conclusion of the program, Mr. Hogan presented Mr. Hood with a complete fishing outfit on behalf of the druggists of Kinston. Candy and gifts were given to some of the ladies present.

An art exhibit and social hour was enjoyed by early arrivals. Held on the mezzanine floor of the Hotel Kinston, the pharmacists, their wives, members of the Hood family and guests had opportunity to meet one another before the dinner got underway.

The pre-dinner party and art exhibit was

arranged by Mesdames A. L. Hogan, E. L. Bradshaw, George Knott, Jr., and Mrs. Hood.

Two past recipients of the Award were introduced: Mr. E. C. Daniel of Zebulon and Mr. C. M. Andrews of Burlington.

Special recognition was accorded Mr. A. J. Ashford, Kinston pharmacist, and Will D. Hood of Smithfield. Mr. Ashford received his license in 1901; Mr. Hood in 1903.

HONORING A TRULY WORTHY AND HONORABLE CITIZEN

Kinston hasn't had a more significant gathering than the supper session at Hotel Kinston, Wednesday evening, when the North Carolina Pharmaceutical Association presented the Annual Mortar and Pestle Award to John Cogdell Hood, veteran druggist of Kinston.

It was truly a remarkable testimonial to the upstanding and outstanding life of one, who has not only been a credit to his profession, but whose citizenship has been exemplary and without blemish.

For almost 43 years John Hood has filled prescriptions for the people of Kinston and environs. He and his good wife have reared a family of five daughters and one son, all of whom in their own right enjoy the esteem and confidence of their friends and neighbors.

There are exceptions to all rules and the injunction "Beware of those of whom nobody speaks evil" indeed has a specific exception in the life of John Hood, for as Charlie McCullers said in his interesting tribute to the honoree Wednesday night, he had heard of no adverse criticism since coming to Kinston some ten years ago. This achievement has not been as a result of a disposition to be a hail fellow, well met, run with the crowd, for John Hood has demonstrated the moral character to take a positive stand for those things which are worthwhile, that are uplifting and ennobling. He has lent his influence, time and talent to the worthwhile things of this community. He has grown with it and the honor bestowed upon him by the North Carolina Pharmaceutical Association was a worthy one. The sentiment expressed in the award is echoed by all who know this good citizen.

—Editorial, *Kinston Daily Free Press*.

Prescription Balances Repaired

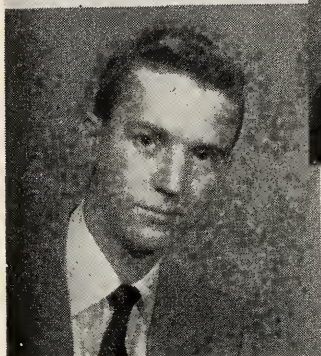
Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

303 S. Sixth Street

Richmond, Va.



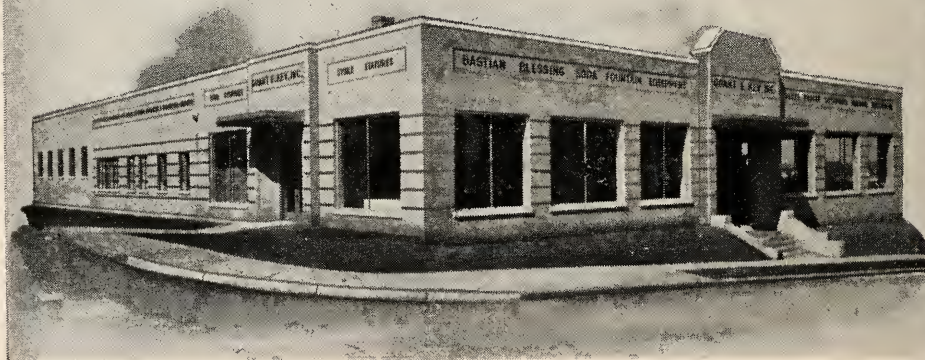
GRANT E. (ED) KEY, JR.

GRANT E. KEY



J. VERNON KEY

Seasons Greetings



GRANT E. KEY, INC.

Manufacturers

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LYNCHBURG

VIRGINIA

*Ethics in Modern Pharmacy**

Mr. Chairman, ladies and gentlemen: Before I begin my formalized remarks, I would like to express to you my sincere happiness at being here with you again. I had the pleasure, not too long ago, of joining with your capable Board of Pharmacy while they were giving one of their examinations. That was my first real contact with Pharmacy in North Carolina. Today, I make another contact with North Carolina pharmacy; and I'm sure, based upon the past experience, that I will cherish these moments with you, even though they will be necessarily limited.

You know, one of the privileges of being a program speaker is that you are called upon so far in advance for a title to your remarks, that no one expects you to follow that title too closely when the time comes to stand forward and deliver. I'm hoping that you will give me similar latitude in the words I bring to you under the announced title.

The word, "ETHICS" has always intrigued me; not only for what it actually means, but for the many ideas and thoughts which can be brought in under its heading. I know several humorous illustrations of what "ETHICS" means; but the one I enjoy most concerns the partner in a tailoring establishment who discovered a twenty-dollar bill in the pocket of a pair of trousers that had been left for dry-cleaning. He was immediately plagued by a point of ethics: should he just keep the twenty for himself; or should he split it with his partner?

And now, in a more serious vein: The subject of my talk is ever controversial, primarily because of the basic misapplication of the word "ETHICAL" as it is used in Pharmacy. We often characterize a pharmacist or a pharmacy as "ethical" where we mean "professional." Surely, all earnest practitioners of pharmacy are "ethical," be they merchants also or be they only apothecaries. So, to reduce any potential misunderstanding or controversy; let's paraphrase Mr. Webster and acknowledge that "ethics" is "that which relates to morals; that which treats of the nature and grounds of moral obligation and conduct; and that moral

philosophy which teaches men their duty and the reasons of it." If we can view "ethics" as the Golden Rule, put into action and practiced in daily exchange; we can have no misunderstanding of the term.

For over four thousand years, Pharmacy has existed as a profession and an art—accumulating over this period certain fixed standards of right and wrong, and of good practices and bad. These standards of thought and practice have become the "Ethics" of our profession. They are the heritage of the years; and, because they have been proven, by the years, as essential to the protection of our fellowman, they have become (in many instances) the legal basis of how we may practice and under what supervision and controls.

Pharmacy has always been a mystery to the uninitiated—even in today's enlightenment, the prescription is generally meaningless to the lay public; and the public's happiness, well-being, safety and good health are entrusted daily into our care and our skills. We are endowed with both moral and legal obligations not to betray this trust; and it is for this reason that our profession

(Continued on page 660)

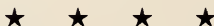


F. ROYCE FRANZONI, *President*
American Pharmaceutical Assn.

An address by F. Royce Franzoni to the North Carolina Pharmaceutical Association, Pinehurst, North Carolina, 25 May 1953.

Holiday Greetings!

Grateful for the opportunity you have given us to serve you, we hope to add to your Holiday joy by wishing you and yours a real old-fashioned Merry Christmas and a bright new-fashioned Happy New Year!



JUSTICE DRUG COMPANY

GREENSBORO, N. C.

Dependable Service Since 1898

New Pharmacies— New Pharmacists

H. C. McAllister, Secretary of the State Board of Pharmacy, announces the issuance of new drug store permits to the following firms:

Clarks Drug Store, Slocum Village Shopping Center No. 3, Havelock, North Carolina. Harry C. Tee, Jr. has returned to the State from Milton, Delaware to manage the store.

Community Medical Center Pharmacy, Mars Hill. J. C. McGee, Jr., formerly of Asheville, pharmacist in charge.

Medical Arts Pharmacy, Lumberton. E. N. Hoffman, owner-manager-pharmacist. Prior to locating in Lumberton about six months ago, Mr. Hoffman was associated with the Robert R. Bellamy wholesale drug firm of Wilmington.

The Professional Pharmacy, Inc., Durham. Hunter Kelly, president of corporation and

pharmacist in charge. For many years Mr. Kelly has been chief pharmacist at Watts Hospital. He leaves the position to enter the retail field. The new pharmacy is located in a recently erected professional building in the general vicinity of Watts Hospital.

Reciprocity licenses issued include George Ray Graham (from South Carolina) and Lawson Sidney Stroupe (from the District of Columbia). Graham is making his home in Charlotte; Stroupe resides in Arlington, Virginia.

200 Ok Bermuda Trip

The proposed trip to Bermuda next October seems assured with more than 200 persons indicating interest in preliminary survey conducted by NCPA. After final plans have been perfected, definite commitment will be in the hands of the NCPA executive committee.



RECEIVES CERTIFICATE—Robert L. (Bob) White, President of The Traveling Men's Auxiliary, is shown presenting P. A. Hayes (right) with a Lifetime Membership in the TMA.

*It Pays to
Feature*

Abbott

PHARMACEUTICALS

Abbott Laboratories • North Chicago, Illinois

Shall I Study Pharmacy?

An exceptionally well written up-to-date brochure on Pharmacy—Shall I Study Pharmacy?—is now available. Sponsored by the American Association of Colleges of Pharmacy, the brochure may be obtained from: Dr. R. A. Deno, University of Michigan College of Pharmacy, Ann Arbor, Michigan.

Single copies, 35c. Three for \$1.00; ten for \$3.00; twenty for \$5.00; 100 or more, \$20 per 100.

Interesting Exchange

A Durham pharmacist—Ralph Rogers, Jr.—reports a recent incident that goes to prove anything and everything takes place in the drug store sooner or later.

Ralph was baffled when a customer offered to trade his cork leg for set of crutches. Seems the customer was to be tried in court later in day. On crutches, Ralph's would-be trader felt he stood a better chance of going to the "workhouse" rather than being assigned to "the ditches."

Sell "Family" by the month

The publishers of "FAMILY"—the magazine sold exclusively in drug stores—have released the following announcement:

"The December issue of FAMILY should remain on sale the entire month of December. Your January issue will reach you in time to go on sale January 2, and stay on sale the entire month of January. Keep pushing your publication, FAMILY, a digest for better health.

To Receive Nation-Wide Publicity

Pharmacist-Mayor Kelly E. Bennett of Bryson City will be featured in the February issue of "FAMILY"—a digest for better health—according to an announcement by publishers of the magazine.

A feature writer, representing FAMILY, was in the State recently to interview Mr. Bennett.

We Extend Our Sincere Wishes

for

A Merry Christmas


and

A Happy and Prosperous 1954

PEABODY DRUG COMPANY

305 W. PETTIGREW STREET

DURHAM, NORTH CAROLINA



introducing

TROPHITE* TABLETS

*a new
dosage form of
fast-moving
'Trophite'*

'Trophite', the most widely-used liquid vitamin B₁₂ preparation, is now presented in convenient tablet form. Each small-sized, easily-swallowed 'Trophite' Tablet contains: 25 mcg. of vitamin B₁₂ plus 10 mg. of vitamin B₁—the equivalent of one teaspoonful (5 cc.) of popular 'Trophite' liquid.

indications

To promote appetite and growth in the below-par child.

To shorten convalescence through increased appetite.

As an adjunct in treating the chronically ill or undernourished patient.

As a nutritional supplement in chronic diarrhea and celiac disease.

dosage

One tablet daily—or as directed by the physician.

package size

Bottles of 50 tablets

price to retailer

\$2.43 each

minimum retail price

\$3.65 each

Demand for the new 'Trophite' Tablets will be heavy—be sure to order from your wholesaler today.

Smith, Kline & French Laboratories, Phila.

*T.M. Reg. U. S. Pat. Off.

The Horse and Buggy Pharmacist

VS

The Jet Pharmacist*

Thanks to Harry Patton for a most generous and flattering introduction. That certainly was a build-up and I would be the last person in the world to dispute a word of it. Three of the most difficult things in the world for a man to do are these: climb a fence which leans toward you; kiss a girl who leans away from you; and live up to an introduction.

To go back to the "horse and buggy" days of education in Pharmacy as we students had it in the University some thirty years ago, I would like to give you a few of the highlights of those days, both on the serious and on the light sides. In those long gone days, classes were held five and a half days each week, with three written quizzes on Saturday morning, said quizzes being in Pharmacy, Chemistry, and *Materia Medica*. We were told that the Potassium Salts, the Sodium Salts, the Iron Salts, and the Magnesium Salts were the fundamental parts of all prescription counters in that day and time.

In the "horse and buggy" days, two years of college training were the required number for pharmacists, plus two and a half years of practical experience under the instruction of a registered pharmacist.

On the lighter side, I would like to call to your attention one of the rare things in those days—*Ingluvin*—found on most prescription counters in the average pharmacy. *Ingluvin* was a product of the chicken, being the lining of the gizzard of the ordinary yard chicken, dried and powdered, and dispensed in the form of charts or powders, mixed with a small amount of cerium oxalate, and used to retard vomiting during pregnancy. Among people who were not able to secure this drug either through prescription or from the drug store, it was common practice to save these pieces of the

chicken and make them into a home remedy. Then, there was *ambergris*, which is the morbid excretion from the intestines of the sick whale—*physeter macrocephalus*—and found floating on the water. This, we are told, was the basis of the perfume industry and very valuable. Another—"acipenser Huse" or the Russian sturgeon, the swimming bladder of this being used in the manufacture of court plaster and isinglass. There was also the principle that *elaterin*, a substance deposited by the juice of the fruit from the squirting cucumber, was made by evaporating an alcoholic tincture of *elaterin* to the consistency of a thin oil, then throwing the residue while still warm into a weak boiling solution of potassium hydroxide. This preparation was termed a very pungent and effective purgative, with a dosage of from 1/20 to 1/10 of a grain. We were also given hours of lecture and caution in learning the composition of one of the most important ampule preparations of the day, commonly known as "606," *Neosphenamine*.

We were told that if we failed to learn what *sodium cacodylate* was, when taking the State Board, we would surely "cackle a day late."

Seriously, some of the greatest drugs used today are the cnsals, the enteric coated tablets we have today on our modern prescription counters. We were taught that the only way to coat capsules so that they would be enteric, was through the process of dissolving salol in ether, then submerging the capsules in this ethereal mixture, then removing them and allowing to dry. We then thought we had enteric coated capsules.

Had the education of the pharmacist remained in the period of the "horse and buggy" days, we would never have heard of the vitamins, antibiotics, antihistamines or vaccines, nor would we have known of

* An address by NCPA President W. A. Ward, Students' Branch Meeting, Chapel Hill, Nov. 17.

(Continued on Page 634)

**AT THE FOUNTAIN
OR
IN THE CABINET**



**NORTH CAROLINA'S
OWN**

**PINE STATE
ICE CREAM
IS EVERYBODY'S
FAVORITE**

**ALWAYS A SALES
AND
PROFIT BUILDER**

RALEIGH, NORTH CAROLINA

JET PHARMACIST

sleeping pills as they are used in these days. In those days, the student pharmacist could look forward only to a life in a retail store, or possibly in the pharmacy of one of the dozen or so government hospitals in the country. But times change, and we with time, so let's take a look now at Pharmacy and the pharmacist in this "Jet Age."

First, as in the old days, the pharmacist is a professional man, but he is also a merchant, purchasing agent, advertising manager, personnel trainer, and, in general, a contact man with the public and the health profession. He should, by all means, take an active part in his community, its civic clubs and churches. Yes, the pharmacist is a busy man or woman. Sometimes, he "beefs" about Pharmacy, but just try to get him to leave his chosen profession. The retail pharmacist has a close and friendly contact with many people. There is great satisfaction in offering an essential public health service in dispensing the new, potent, life-saving drugs now available largely as a result of research carried on by the chemical and pharmaceutical industry. And there is reasonable compensation in pharmacy if it is practiced well by men and women who have good training, personalities, and character—and if they like their profession and have a real desire to be successful pharmacists. The neighborhood prescription department or hospital pharmacy is the stock room for the community's medical supplies. The pharmacist is the purchasing agent for his community. He gives an essential public health service by selling a variety of drugs and medical supplies, many of which are restricted for sale only in retail pharmacies for the protection of the public.

As a measure to protect public health, U. S. graduates of schools of pharmacy are required to have a year of experience and pass a State Board of Pharmacy examination. This experience varies from state to state, but can usually be obtained during the summers between college years or after graduation. It is not advisable for a student to attempt to do much outside work while he is in college. Doing so may get him into difficulty in his class work, for pursuing the courses required to graduate from

a good school of Pharmacy is a full-time job in itself.

In any field, salaries vary due to the influence of many conditions. This variation is found in Pharmacy and it is better to consider the permanence and opportunity for the future than to overemphasize the immediate remuneration. Beginning with a moderate salary with an opportunity for earning a better one is the American way of free enterprise. Ownership after several years of good experience is considered desirable by many graduates of colleges of pharmacy.

Further specialization offers opportunities in still other fields, such as teaching in a college of pharmacy, becoming a hospital pharmacist, laboratory technician, hospital superintendent, or a hospital purchasing agent. A number of pharmacists are employed by the Army and Navy, and by agencies of the Federal and State governments concerned with public health, sanitation, regulation of the production and distribution of insecticides, foods, drugs and cosmetics, and the prevention of illegal sale of alcohol and narcotics. Still others serve as editors of professional magazines or other

publications of the pharmaceutical industry. Pharmacy, broadly viewed, begins with the research, continues through controlled manufacture by the great chemical and pharmaceutical houses of the nation, and distribution through prescriptions filled by pharmacists conveniently located in retail pharmacies. Information on new products is made available through excellent company publications and special product literature. But a most important group of men, most of them pharmacists, are the medical service men or "detail men." Employment in this field is available to pharmacists especially after they have had sales experience in a good independent pharmacy or chain.

The pharmacist is the real medium between the laboratory chemist with all his antibiotics and wonder drugs—and the consuming public who benefits from their use. Without his ability to provide the means and the know-how for getting the product into the hands of the public, the work of the research chemist would largely go for naught, the doctors would still be prescribing calomel, and the man of 45 would be considered old and gout-ridden. So the pharmacist is an

(Continued on Page 637)

Scott Drug Company

Wholesale and Manufacturing

Druggists

Charlotte, N. C.

A new product of Lederle research

REVICAPS*

REDUCING VITAMIN CAPSULES d-Amphetamine — Vitamins and Minerals



REVICAPS (REDucing Vitamin CAPSules) is a new, scientifically formulated product, designed to help control obesity. It is now being announced to physicians and will have continued heavy direct mail support. REVICAPS is a highly profitable, "repeat" item. Order your stock of this new type of vitamin product today and be prepared to fill Rx.

help control obesity

reduce appetite

provide essential diet factors



Each contains:

d-Amphetamine Sulfate.....	5.00 mg.
Vitamin A.....	1670 U.S.P. Units
Vitamin D.....	167 U.S.P. Units
Thiamine HCl (B ₁).....	1.00 mg.
Riboflavin (B ₂).....	1.00 mg.
Niacinamide.....	20.00 mg.
Calcium Pantothenate.....	0.34 mg.
Pyridoxine HCl (B ₆).....	0.34 mg.
Folic Acid.....	0.34 mg.
Vitamin B ₁₂	0.34 mcgm.
as present in concentrated extracts from streptomyces fermentation	
Ascorbic Acid (C).....	20.00 mg.
Methylcellulose.....	200.00 mg.
Iron (FeSO ₄ exsiccated).....	3.34 mg.
Calcium (CaHPO ₄).....	140.00 mg.
Phosphorus (CaHPO ₄).....	108.00 mg.
Iodine (KI).....	0.50 mg.
Fluorine (CaF ₂).....	0.10 mg.
Copper (CuO).....	1.00 mg.
Potassium (K ₂ SO ₄).....	5.00 mg.
Manganese (MnO ₂).....	1.00 mg.
Zinc (ZnO).....	0.50 mg.
Magnesium (MgO).....	1.00 mg.
Boron (Na ₂ B ₄ O ₇).....	0.10 mg.

*Trademark

LEDERLE LABORATORIES DIVISION *AMERICAN Cyanamid COMPANY* 30 Rockefeller Plaza, New York 20, N. Y.

JET PHARMACIST

indispensable man in a very vital way to individuals and to his community. Drugs alone cannot claim all the credit for our remarkable increase in the average life span, but they have certainly played a major role in that accomplishment and will continue to do so. Over a hundred years ago, old Dr. Holmes said it would be a darned good thing for the human race if all the drugs were thrown into the sea, but it would be hell on the fish. That may have been a good idea for that day, but times and people and drugs have all changed since that time—and all for the better. The motto of the old doctor was "I treat what you've got." The modern specialist says "You've got what I treat." Maybe the old doctor didn't always know, but I'll say this for him—he didn't charge you \$50 for sending you to someone who did.

In this sick hurry of modern life with all its distractions and frustrations, the pharmacist gives people some sense of security and well-being in their certain knowledge that he will always have available the very latest in drugs, thoroughly tested to meet strict standards, and compounded by highly trained conscientious men.

By advertising programs which our sales underwrite, we help to educate the public in making people health conscious and sanitation minded, and increase consumers' demands and thereby raise general living standards for everyone in the community. Through the sale of many of the commodities handled in pharmacies, some of our finest radio and TV programs are supported, as are newspapers and magazines. Through the corner pharmacy, usually the brightest spot in any community—and that fact alone serves a useful purpose—we serve as general communication centers where neighbors meet and swap ideas, while they thumb through books and magazines. Also, they come to the pharmacist to tell him or her about their illnesses and troubles, and this is all for the good of the general health, for people need such an outlet.

I should like to impress upon you students, that you will be the legal keeper of one of the number one problems in our country today—the sale and use of narcotics and

the so-called sleeping pills. There are also the pitfalls to be avoided in selling the legend drugs over the counter, even on orders of the boss. I wish to urge each one of you to stand firmly behind your teaching and your legal responsibility in refusing to sell these dangerous drugs, even though you may be employed by a man who is unscrupulous enough to want to make a quick dollar in this way. As we all know, success in any business enterprise—whether it involves drugs or diaper service—requires some gambling and speculation, and Mark Twain, I believe, said that there are two times in every man's life when he should not speculate—when he cannot afford it and when he can.

To those of you young men and women who may be thinking of going into a retail pharmacy, how about a report card for your business? As it is true that the only way parents know whether or not their children are doing all right in school is to look at the monthly report card made out by the teacher, so it is that every pharmacy should have a monthly check-up to catch the little things that have to be done, or to correct the little errors being made. Post the following report card in your store, go down the list at least every thirty days, and the results will be a better-looking, more inviting establishment:

Sidewalk

Does walk need washing?
Any cracks to fill?
Any debris in curb gutter?
Is front mat worn?

Outside Store

Is sign working OK?
Does it need washing?
Front windows clean?
Front door open easily?
Check sign supports.
Any faded signs in window?
Holes in screen door?

Inside Store

Air conditioning work?
Any blown-out bulbs?
Windows clean?
Cobwebs anywhere?
Walls need washing?

(Continued on Page 639)

IT'S HERE AGAIN

In better shape than ever
With the same price & coverage

THE N.C.P.A. GROUP POLICY

SPECIAL FEATURES

1. Incontestable as to origin of disability.
2. Premiums Waived for permanent disability.
3. Thirty-one day grace period.
4. Free from technicalities.
5. Does not terminate by reason of age.
6. No confinement to house or hospital required.

THE CONTRACT

Disability from accident.....	Pays 5 years
Disability from sickness.....	Pays 2 years
Death from accident.....	Pays up to \$5,000.00
Extra for hospital.....	Pays 2 months
Surgeon's fee for non-disabling injuries.....	Pays up to 25% of monthly indemnity

ANNUAL PREMIUM FOR EACH \$100.00 MONTHLY INDEMNITY (Limit sold \$200.00 per month)

	First year	Thereafter
1. Paying from 1st day accident, 8th day sickness.....	\$55.00	\$50.00
2. Paying from 1st day accident, 1st day sickness.....	62.50	57.50
3. Paying from 15th day accident, 15th day sickness.....	42.50	37.50
4. Paying from 30th day accident, 30th day sickness.....	35.00	30.00

Sold to All Insurable N. C. P. A. Members from Ages 21 to 60

FOR FURTHER INFORMATION WRITE

F. W. Sarles, State Mgr.

INTER-OCEAN INSURANCE COMPANY

P. O. Box 1048

Greensboro, North Carolina

AUTHORIZED REPRESENTATIVES

Apex-Raleigh.....	G. T. Rogers	Kenly.....	R. S. Atkinson
Asheville.....	I. F. Fogartie	Kinston.....	Mrs. R. S. Tull
Beaufort.....	Graham W. Duncan, Jr.	New Bern.....	John R. Taylor
Charlotte.....	Edgar L. Jones	Reidsville.....	E. C. Merricks
Gastonia.....	C. C. Carpenter	Warrenton.....	G. W. Poindexter
Greensboro.....	R. J. Golden, Mrs. J. E. Ferguson	Washington.....	Bowers Insurance Agency
	Underwood Insurance Agency		

JET PHARMACIST

Cracks need filling?
 Light switches work?
 Floor need waxing?
 Venetian blinds clean?
 Mirrors shiny?
 Pictures straight, clean?
 Clock tell right time?
 Chairs need repair?
 Tables OK?
 Under counter shelves neat?
 Cash register clean?

"For he who has the goods to sell
 And goes and whispers down a well
 Is not near so likely to collar the dollars
 As he who climbs a tree and hollers."

In the light of the professional life of the average modern "jet-age" pharmacist, let's take a little time to look at the man or woman in regard to themselves. Every pharmacist has learned how important it is to operate his business on a budget, but few of them, I am told, can learn how to properly budget their own business of staying alive a long time and alert all the time. There's no magic formula to good health for any pharmacist. But there are a few steps that everyone of us can use. The results will offer us no assurance of our living forever, but will give us more out of the life we are allotted. Relaxing is more important than one may think at first reflection. It should be both mental and physical. The businessman who has a real hobby generally lives longer and gets a bigger kick out of every day of his life, and is in top shape mentally and physically all of the time. "When I catch myself starting to worry about one of my business problems," a friend told me some years ago, "I grab my hat and get out of the place as fast as I can—rush home, pack my fishing gear and head for the nearest angling spot. The problem awaits me and when I come back I'm in better shape to work it out because I didn't let worry completely overpower my ability to reason out the predicament." Then, play the health odds as closely as we play the poker odds. Not many of us would pay \$100 in a poker game to draw two cards to an inside straight, but we'll take the same impossible odds with our health. Working late three nights in a row is such a procedure—taking

on more than we are able to handle in the business and professional world is another. Success in the business world sometimes gives one a Superman complex with the idea that we're able to take on more things health-wise than the average individual. Insofar as the average business or professional man is concerned, he is less of a Superman than his salaried compatriot in the world of business. His work gives him less over-all exercise of his body, confines him indoors in most cases, and requires greater nervous tensions and in a score of ways is more demanding on his physical well-being. Yes, we can't live forever, but we can live much longer and enjoy life more fully, if we give the same attention to our personal machine as we do to those of our customers whom we serve in our pharmacies day in and day out.

You young men and young women have a great opportunity before you for a real service. You are helping to preserve the American system of individual initiative and free enterprise.

Despite wars and rumors of wars, despite flood and famine, poverty and riches and all the many things which serve to distract mankind and bring him one day to prominence and the next to abjection, medicine and drugs still go their objective ways. The rest of the world divides into camps, plots, and maneuvers, but medicine and drugs forget both camps and do their jobs to alleviate suffering and supply human wants as they should be done. There is an important lesson somewhere in this and there is certainly a great example for all humanity. You will not only be the indispensable business in your community—you will be performing many needed and worthwhile services for all.

Darlington Appointed

James M. Darlington, President of O'Hanlon-Watson Drug Company, Winston-Salem, has been appointed TMA Entertainment for the 1954 NCPA Convention. The annual meeting will be held in Winston-Salem, April 11, 12 and 13.

The TMA Convention plans will get underway with a meeting of the TMA Board of Governors the second week in January. Bob White, Charlotte, is president of the TMA.

introducing

VI-DEXEMIN*

for the control of weight during pregnancy
and for weight reduction in obesity

'Vi-Dexemin' gives the physician, in a single preparation, a balanced, safe and convenient means of *controlling weight during pregnancy* while, at the same time, supplying protective amounts of essential vitamins and minerals.

'Vi-Dexemin' is also valuable for the *reduction of weight in obesity* where an intensive dietary regimen may restrict the intake of essential nutrients.

Formula: Each 'Vi-Dexemin' tablet contains:

	DEXEDRINE† Sulfate (dextro-amphetamine sulfate, S.K.F.)	5.0 mg.
Vitamins	Vitamin A	5000 U.S.P. Units
	Vitamin D	500 U.S.P. Units
	Thiamine mononitrate (B ₁)	3.0 mg.
	Riboflavin (B ₂)	2.0 mg.
	Calcium pantothenate [as pantothenyl alcohol]	1.0 mg.
	Pyridoxine hydrochloride (B ₆)	0.5 mg.
	Vitamin B ₁₂	1.0 mcg.
	Folic acid	0.4 mg.
	Ascorbic acid (C)	25.0 mg.
	Nicotinamide	20.0 mg.
Minerals	Calcium [as calcium phosphate, dibasic]	500.0 mg.
	Iron [as ferrous sulfate, exsiccated]	12.0 mg.
	Iodine [as potassium iodide]	0.1 mg.

Available: 'Vi-Dexemin' is available—on prescription only—as follows:

Package Size	Price to Retailer
Bottles of 100 tablets	\$3.33 each

So that you can meet the demand for 'Vi-Dexemin', order an adequate supply from your wholesaler now.

Smith, Kline & French Laboratories, Philadelphia

*Trademark

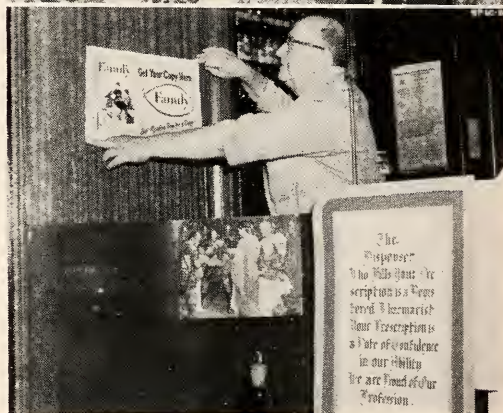
†T.M. Reg. U.S. Pat. Off. for dextro-amphetamine sulfate, S.K.F.

Carolina Camera

National Pharmacy Week was celebrated by the I. W. Rose Drug Company, Rocky Mount, with a special window display installed by Oliver Fleming. Central theme of the window was "Your Pharmacists Work for Better Health."

Part of the speaker's table at the John Cogdell Hood "Pharmacist of the Year" testimonial dinner is shown. Mr. & Mrs. Hood are shown seated behind the candles. To Mr. Hood's left are A. L. Hogan (toastmaster), Mrs. Hogan, and Mrs. W. A. Ward of Swannanoa.

Typical of the support being given to "Family"—the magazine sold exclusively in drug stores—is the scene made recently in a pharmacy. The February issue of "Family" will feature a Tar Heel pharmacist.



SMITH WHOLESALE DRUG CO.
SPARTANBURG, S. C.

**A Young and Growing Service Wholesale House,
Owned and Operated by Registered Pharmacists**

We Appreciate Your Business

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FIFI—the hosiery that's displayed and packaged better than any other nylons on the market! This makes FIFI the fastest selling nylon hosiery line you can carry.

After three years of market research, we chose FIFI as the best hosiery to offer our dealers. These market tests—sponsored by Cliff Weil and our New York buying office—prove FIFI will OUTSELL any other nylons—side by side!

Look at these big features FIFI offers:

FIFI—available in the FASTEST SELLING SHADES. Beige. Taupe. Red Fox.

FIFI—made by just one leading mill—assuring you uniform quality—always!

FIFI—attractively packaged for gifts—for sales—for profits!

FIFI—merchandised better—to sell better—to sell faster!

You can't offer your customers better 51 gauge, 15 denier nylons—at any price! You can pay more—but you can't buy better than FIFI!



← **FREE**

WIRE DISPLAY RACK

*With Order of 30 Pairs
or More*

WRITE TODAY FOR FULL INFORMATION

☐ **YES!** I'm interested in this fast-selling, profit-making hosiery. Please send me complete information and prices. I know that I am under no obligation whatsoever.

Cliff Weil, Inc.

P. O. Box 1897

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☐ I know FIFI will outsell other hosiery. Please ship me a complete unit. (30 pairs—plus **FREE DISPLAY RACK**).

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Firm Name.....

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City.....State.....

Cliff Weil INC.

P. O. BOX 1897, RICHMOND 15, VIRGINIA

WHAT THE CLUBS ARE DOING —

WNC Drug Club

Clarence N. Gilbert, past president of the Asheville-Biltmore College, was the featured speaker at the November 13th meeting of the Western N. C. Drug Club. Title of Mr. Gilbert's talk was: "Service—What Kind Do You Give Your Customers?"

The program was arranged by Roy Johnson. A dinner in the George Vanderbilt Hotel, Asheville, preceded a business session and introduction of the speaker.

The Club meets the second Friday evening of every month in Asheville.

Wilmington Drug Club

OSCAR J. RODGERS, *Reporter*

The Wilmington Drug Club met Friday, November 13th at the Pink House Restaurant. They enjoyed a delightful dinner prior to the meeting.

The following officers were elected to serve the Club for 1954: Harold B. Sauls, president; Jack Toler, vice-president; Pinkney Heaton, secretary-treasurer.

The Wilmington Drug Club went on record as unanimously endorsing Alton Lennon as our state's representative to the United States Senate. Senator Lennon is a local citizen of Wilmington, and has our best wishes on behalf of his candidacy.

The Club is sponsoring a Christmas party at the December meeting. The January meeting will include the installation of the newly elected officers.

Winston-Salem Drug Club

Members of the Winston-Salem Drug Club assembled in the Southern Dairies Plant on November 6th to hear a talk by NCPA Secretary W. J. Smith of Chapel Hill. Various problems of interest to pharmacists were discussed by the speaker.

Ernest Rabil, president of the Club, reported on the Pharmacy Conference which he and Gilbert Hartis had attended in Chapel Hill a few days earlier.

The handling of narcotic prescriptions was the subject of a report by Leslie Myers. Better compliance with the Harrison Act is the goal of the local pharmacists, particularly in respect to telephoned prescriptions. Co-

operation of the local medical society has been assured.

An excellent dinner preceded the meeting, served through the cooperation of Leon Kimball, manager of the local Southern Dairies Plant. The facilities of the SD cafeteria, one of the most modern in the section, was placed at the disposal of the local club.

New Club Formed

Organization of the Rockingham County Drug Club was perfected at a meeting held in Leaksville recently.

Officers elected at the meeting were Joe Chandler of Draper, president; J. L. Thompson of Reidsville, vice-president; Glenn Lasley of Draper, secretary; and Clay Hawkins of Madison, treasurer.

Serving with the president and vice-president as a board of directors will be Pete Chandler of Leaksville, C. Robertson of Spray, and John Holland of Reidsville.

The By-Laws Committee consists of T. M. Kirkpatrick, Jr. of Leaksville, Clay Hawkins of Madison, and Hunter Gammon of Reidsville. Gammon is in charge of publicity for the new organization.

Durham-Orange

A talk by Congressman Carl T. Durham highlighted the October 27th meeting of the Durham-Orange Drug Club. Members of the organization were treated to a steak dinner served in Hartman's Restaurant, Durham, prior to the business session. About 45 members attended the meeting.

Mecklenburg

Francis Muratori, author of the nationally known Pharmacy Code and owner-manager of The Hotel Selwyn Pharmacy, Charlotte, recently presented a bronze plaque inscribed with his code to the Mecklenburg Pharmaceutical Society.

Acceptance of the plaque on behalf of the Society was by Gilbert Colina, president. Later the plaque will be formally presented to the Institute of Pharmacy, Chapel Hill, where it will be permanently displayed in the lobby.

Buchanan Honored

In recognition of 25 years service as a medical service representative with Parke, Davis & Company, G. G. Buchanan of Greensboro was recently awarded a service pin and an inscribed watch.

A graduate of the UNC School of Pharmacy, Mr. Buchanan went with Parke, Davis in 1928, first in Baltimore, later in Detroit. In recent years he has made his home in Greensboro, where he is active in The Greensboro Drug Club.

Five Cornwell Drug Stores Incorporated

Recent reorganization of the five Cornwell Drug Stores located in Morganton, Shelby, Drexel, Lincolnton and Stanley will make it possible for the store managers and assistant managers to acquire stock interest in the company.

The business was founded in 1932 with the opening of a drug store in Shelby by G. T. Cornwell. In 1937 he was joined by his brother, Hal, and they formed a partnership which has continued to the present, now

being replaced by the new incorporation.

The charter issued by the Secretary of State authorizes a capitalization up to 9,000 shares of stock, consisting of 8,000 shares of preferred stock of \$25 par value and 1,000 shares of common stock of nominal or no par value.

Stockholders of the new corporation met recently in Lincolnton and elected G. T. Cornwell as president and treasurer; his brother, A. H., as vice-president and assistant treasurer; and W. D. Allen, manager of the Morganton store, as secretary.

R. Clayton Braswell of Morganton was elected to serve with them on the board of directors.

Named Assistant Manager

F. Clyde Simmons, Jr., formerly of Wiliston, South Carolina, where he was associated with the Smith Drug Store, has been named assistant manager of the Dameron Drug Store, Tabor City.

A graduate of the Medical College of South Carolina, B.S. in Pharmacy, 1952, Mr. Simmons is married and has three children.

One out of ten—
will have a bad loss each year.



Yes—One out of every ten druggists will make a claim against his fire insurance policy.

Be Properly Insured

Consult our Agent
F. O. Bowman
North Carolina State Agent
P. O. Box 688
Chapel Hill, North Carolina

Ralph M. Crosson
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The Name at the Top—It's EVERFRESH

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Name among qual-
ity brands

Assures
PROFITS
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DEMANDS

"The swing is definitely toward the brands the public knows."

ORDER TODAY

Thru Your
Wholesaler



The McCambridge & McCambridge Co.
6400 Rhode Island Ave. Riverdale, Md.

New Gastonia Pharmacy Opened

The doors of the new Akers Center Pharmacy of Gastonia were opened in early December. Steve A. Pappas and Cliff Hemingway are the owners-managers.

Joins Crowell Hospital

George H. Anders, former chief pharmacist of the Rowan Memorial Hospital in Salisbury, has moved to Lincolnton where he is now on the staff of the Gordon Crowell Memorial Hospital.

B. B. Lewis was pharmacist at the Lincolnton hospital until he became ill some months ago.

Perry Appointed

The Burlington City Council recently appointed W. R. Perry, negro pharmacist, as a member of the City Recreation commission. A native of Warren County, Perry graduated from the Meharry Medical School, Nashville, Tenn.

Attends Seminar

After attending a 3-week sales seminar in Cincinnati sponsored by The William S. Merrell Company, Robert A. Chatham has returned to Rocky Mount where he will represent the Company as a professional representative.

Federal Charges Filed

The Food & Drug Administration has charged two High Point pharmacists and a drug store proprietor with unauthorized refills of legend drugs. Early disposition of the case is anticipated.

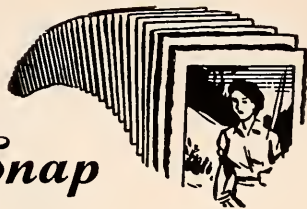
Henley Publicizes Hope Mills

A half-hour radio program devoted to daily doings of the people living in and near Hope Mills is a daily feature of Station WFAI, Fayetteville. Credit for originating and helping sustain the program goes to Pharmacist John Henley, former mayor and present member of the Board of Commissioners.

Returns to N. C.

W. A. Parks returns to the State from Port Mill, South Carolina to be associated with Roy Collette in the management of Wilkins Drug Company, Mocksville.

*It's
A Snap*



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**INCREASE YOUR
PHOTO
FINISHING
PROFITS**

**when you use the
BEST QUALITY
MOST MODERN
FASTEST SERVICE
IN THE SOUTH**

at the LOWEST COST!

Inquire about

- ★ OUR DIFFERENT PRINTING PROCESS
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All Films
RECEIVED BEFORE
10 A. M.
WILL BE SHIPPED OUT
THE SAME DAY
Call or Write
JIM BULLARD

Richmond
CAMERA SHOP



217 E. GRACE ST.
RICHMOND, VIRGINIA - DIAL 7-0759

Your Customers



Your Cash Register

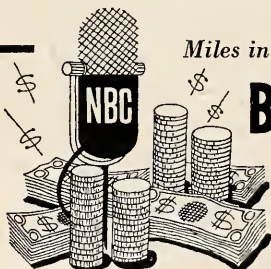
Enjoy that



FEEL BETTER FEELING!

ALKA-SELTZER is making thousands of new users through the **FEEL BETTER FEELING** campaign, now being promoted through the biggest radio-television-magazine-newspaper promotion in our history!

CASH IN on this campaign through store cards, island displays and your own personal salespower. You'll see cash results in a hurry, as you and **ALKA-SELTZER** enjoy a banner year for sales! Yes . . . You'll get that **FEEL BETTER FEELING** too!



Miles increases its BIG RADIO SCHEDULE with

BREAK THE BANK *Monday thru Friday*

on 163 NBC Stations!

All Miles products will be featured on this program . . . new customers by the thousands for . . .

ALKA-SELTZER
BRAND Reg. U. S. Pat. Off.

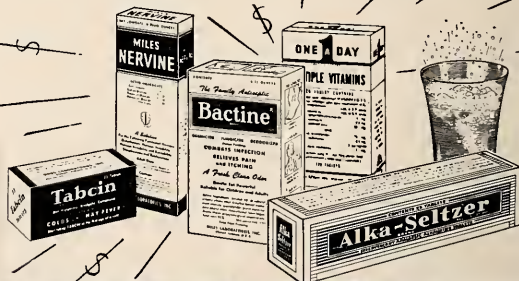
ONE-A-DAY (BRAND) VITAMINS
Reg. U. S. Pat. Off.

TABCIN®
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MILES NERVINE

Reg. U. S. Pat. Off.



MILES LABORATORIES, INC.

Elkhart, Indiana • Partner of the Retail Druggist for More Than 65 Years

HOWELL HALL HAPPENINGS

The Dean's office has been kept busy with the additional duty of interviewing prospective students for admission to the School of Pharmacy in September of 1954. Applications for next year's class should be completed not later than early February.

The 1000 Watt 35 mm slide projector given by the Student Branches of the N.C.P.A. and A.Ph.A. has arrived for class use. It will be used especially in Mr. Jowdy's dispensing class to show unusual and interesting prescriptions. Pharmacists can help in this work by sending such prescriptions to Mr. Jowdy. The prescriptions will be photographed and returned promptly.

Mr. E. Elwood Ford, president of the Bodeker Drug Company addressed the class in drug store accounting on October 19. In addition to holding a degree in law Mr. Ford is a certified public accountant. He explained the rationale behind double entry bookkeeping in such a way that the students would find it easier to decide whether a given entry should be a debit or a credit.

The Pharmacy Wives held their regular meeting on November 4 at the home of Dean and Mrs. E. A. Brecht. The program consisted of Kodachrome pictures taken in the Western States and shown by Fred Teare and F. C. Hammerness.

Favorable reports are being received of the good playing on the freshmen football team by Larry McMullen, pharmacy student from Yanceyville and Lumberton.

The Graduate Seminar group was addressed by Dr. Elvio Sadun on November 20. He spoke on helminthic problems in Thailand. Dr. Sadun had just returned from 26 months in Thailand on a grant in the Point Four program. He discussed a native drug which was more effective against hookworms than the modern counterpart.

Library Notes by Miss Alice Noble

During November the Library of the School of Pharmacy featured material concerning the North Carolina clan of "Hood,"—and particularly regarding John C. Hood, of Kinston, who was recently selected by the Executive Committee of the North Carolina Pharmaceutical Association as "Phar-

macist of the Year." Fifteen members of the Hood family, including four generations, have been pharmacists. Two of J. C. Hood's children are pharmacists and also a son-in-law.

The pharmacy library has been loaned two valuable books on medical surgery by George H. Kernodle, of Washington City, appraiser for the Smithsonian Institute and authority on antiques, including books. The title of the two volume set is "Eight Chirurgical Treatises, etc.," printed in London in 1719. The author is Richard Wiseman, "Serjeant-Chirurgeon to King Charles the II^d." Mr. Kernodle is the brother-in-law of Roger A. McDuffie.

A beautiful flower arrangement was brought to the library on November 10 by Mrs. Viola Jacobs in memory of the birthday of the late Dean M. L. Jacobs.

Student Body Report by David Dowdy

The Advanced Course in First Aid is being offered after Thanksgiving to all stu-

(Continued on Page 649)

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years

insures our ability to serve you

satisfactorily

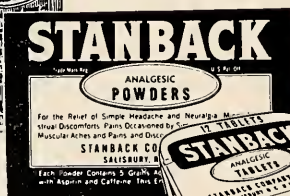
YOU KNOW!

but do your

CLERKS KNOW?

for increased profit
display and sell the

"Family Pack"



100 TABLETS
OR
50 POWDERS



Snap Back with

STANBACK

dents who have completed the Standard Course. Dean Brecht will be the instructor.

Class Officers for the school year were recently elected: First year: President, Delon Freeman, Asheboro; Vice-President, Robert D. Butler, Morganton; Secretary-treasurer, Monica Justice, Charlotte; Second year: President, John W. Andrews, Winston-Salem; Vice-President, Wayne Polk, Marshville; Secretary-treasurer, Joanne Schell, Wilmington; Third Year: President, Alfred Holt Mebane, III, Lexington, Ky.; Vice-President, Jerry Rhoades, Robbins; Secretary-treasurer, Freda Hobowsky, Scotland Neck; Fourth Year: President, William P. Powell, Horse Shoe; Vice-President, John Dee Wood, Wilmington; Secretary-treasurer, John A. Kluttz, Marion.

Student Branches

Reported by Grey Bullock

Mr. W. A. Ward, president of the North Carolina Pharmaceutical Association, was guest speaker at the November meeting. His topic of discussion was "The Horse and Buggy Pharmacist vs the Jet Pharmacist." After the meeting which was held at the Institute of Pharmacy, refreshments were served by Mr. and Mrs. W. J. Smith, secretaries of the N.C.P.A.

Pharmacy Senate

Reported by Al Mebane

The Pharmacy Senate began the year with fifteen members, and new members are being added at each meeting. The roster will soon be filled to the maximum of thirty members. The meetings have been concerned with initiation speeches and a series of talks on parliamentary procedure. An excellent speech was given by Joyce Nelson on "The History of Cosmetics." It was one of the most interesting speeches given in the past few years.

A new idea is being tried in the Senate this year. At each meeting, in addition to the usual speeches, there will be a debate or discussion upon some topic selected by the group at the preceding meeting. The first topic is "The Advantages and Disadvantages of a Soda Fountain in the Drug Store." Every member is required to do research on the topic and speak at the meeting. One member serves as a discussion leader.

The officers for the Senate are: Al Mebane, President; Edith Trosper, Secretary-treasurer; Lionel Perkins, Recorder; Pete Barbrey, Parliamentarian; and Art Schlager, Reporter.

Pharmacy Girls Association

Reported by Joyce Nelson

Pharmacy Girls Association officers for the year are: President, Joyce Nelson; Vice-President, Nancy Woodard, and Secretary-treasurer, Oveda Fisher. Plans are being made for the annual Christmas party which is sponsored by the Pharmacy Girls Association for the entire pharmacy student body and faculty.

Kappa Epsilon

by Grey Bullock

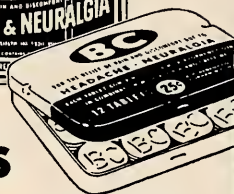
Kappa Epsilon entertained the freshman and transfer pharmacy girls at dinner at the Pines on October 19. Favors were given with the compliments of the Justice Drug Company, and Ayerst, McKenna & Harrison. Miss Alice Noble, advisor to the sorority spoke on the founding of the Lambda Chapter of Kappa Epsilon at the University of North Carolina.



"IT'S FAMOUS

because

IT'S GOOD"



One of the Nation's Famous Trade Marks

Wherever people read newspapers and magazines, drive automobiles on the nation's highways, listen to radio or look at television—wherever people have headaches in the United States—"BC" is a well-known trade mark.

Every day, seven days a week, millions of people read about, hear about or see some form of "BC" advertising. Every week, 52 weeks each year, people in the United States are now buying an average of almost one and a half million packages of "BC" Headache Tablets and Powders.

Extra Dollars for You

Those who give prominent counter display to fast-selling "BC" reap the profits to be gained from this tremendous nation-wide advertising. More millions than ever before are now convinced that "BC" means quick headache relief.

B. C. REMEDY COMPANY

Durham, North Carolina

DOINGS OF THE AUXILIARIES

Charlotte Auxiliary

MRS. BEN HAWFIELD, *Reporter*

The Charlotte Druggist Auxiliary was honored at its regular monthly luncheon meeting, November 10, at the YWCA with a talk by Mrs. Graham Culbreth, in which she presented the needs of the UNC School of Pharmacy. Suggestions were offered as to methods the Club might use to assist the School.

Mrs. M. W. Stone had charge of the decorating, using the Thanksgiving theme with fall flowers and fruits. An appropriate Thanksgiving devotional was given by Mrs. Ben Hawfield.

Prizes were won by Mesdames Johnie Bennick, Walter Dixon, Claude Norman and Joe Monroe.

In addition to Mrs. Culbreth, guest attending the meeting were: Mrs. Wesley Viall of Pinehurst, and Mesdames Mame Johnston, John W. Jones, H. E. Kendall, John LeGette, and William Adams.

Mrs. William A. Rigsby was welcomed as a new member.

Raleigh Woman's Drug Club

MRS. BEN R. HARWARD, *Reporter*

The Raleigh Woman's Drug Club held its regular monthly meeting Thursday night, November 18, at the home of Mrs. H. M. Stilley on North Blount Street, Mrs. Leonard Crumpler, president, presided. Reports were given by the chairmen of standing committees.

Plans Annual Christmas Party

Plans for the annual Christmas party to be held on December 5 were made at the meeting. Mrs. W. B. McDonald, Jr. and Mrs. Homer Starling were named co-chairmen of party arrangements.

Miss Evelyn Newsom urged all members to take advantage of the free examination given by the diabetic clinic now in progress.

After the business session, a social hour was held at which time bridge and canasta were played. Prizes were awarded to Mrs.

(Continued on Page 653)

ELSIE SAYS -



The Nation's
First Saleslady
Will Sell More
ICE CREAM
For You At A
Profit.



Reach for

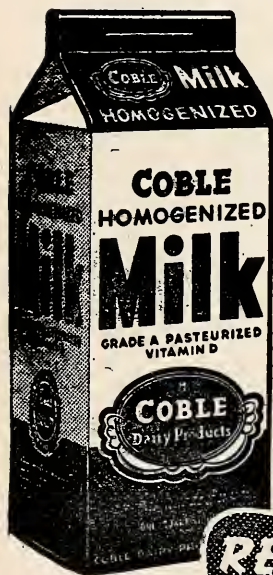


COBLE

MILK

in the new

**DAIRY GOLD
CARTON**



DOINGS

B. R. Murray in bridge and Mrs. W. C. File in canasta.

Russian tea and an assortment of sandwiches and cakes were served by the following hostesses: Mesdames James S. Coxe, Harold Diggett, O. G. Duke, H. P. Ferrell, W. C. File, K. V. Franklin, K. E. Handy, R. W. Hunter, Graham Gregory, and Banks D. Kerr.

News Items

L. H. Crumpler has recently returned home after a short stay in Duke Hospital. He is recuperating at home before returning to full-time duties at his pharmacy.

Howard Twiggs, a student at Wake Forest College, was recently selected for inclusion in Who's Who in American Colleges and Universities. He is the brother of Carolyn Twiggs, 1952 graduate in Pharmacy from the University. Carolyn is now associated with Five Points Pharmacy.

Winston-Salem Apothecary Club

MRS. ANNIE B. COOKSEY, *Reporter*

The November meeting of the Winston-Salem Apothecary Club was held at the home of Mrs. Leon Cahill, with Mesdames E. P. Crabtree, Jr. and J. P. Andrews as associate hostesses.

Mrs. Arthur Fishel discussed and presented pictures of her recent trip to California.

A most interesting game-program was directed by Mrs. F. G. Weatherwax. The top prize was won by Mrs. Sam Welfare.

A new member, Mrs. William Wilson,

whose husband represents The Upjohn Company, was inducted into the Club.

Next meeting will be on December 16th when the Club will join with the Winston-Salem Drug Club at the Forsyth County Club for dinner and entertainment.

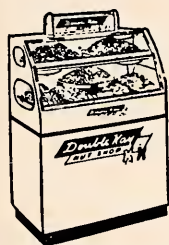
Members of the Club were delighted to learn that John Warren Andrews, son of Mr. & Mrs. J. P. Andrews, was elected president of the Sophomore Class, UNC School of Pharmacy.

Greensboro Auxiliary

MRS. J. HARPER BEST, *Reporter*

"Are you selling your husband to the Public?" That was *not* the subject of Mrs. Culbreth's message to the Greensboro Drug Club Auxiliary, but *was* the theme running through her instructive talk. She stressed the part wives can play in getting across to the public that "Pharmacy" is truly a "Profession," achieved only after years and years of hard college work. A kindred spirit was felt by all when she mentioned "after hour" calls for extra service. The plans for the enlargement of the School of Pharmacy at Chapel Hill were presented, and Mrs. Culbreth urged enthusiastic support of these plans. All in all it was a fascinating, fast moving talk, proving that she did not need the vitamin pills she mentioned—or that she had already taken her share!

In addition to this speech of our North Carolina Pharmaceutical Association Auxiliary President, there was a very lovely Fashion Show. Miss Louise Daniels of Montaldo's was commentator and four of



THE WORLD'S FINEST SALTED NUTS
Fresh From Our

Double Kay
NUT SHOP
DEPARTMENT ® **KK**

The leading drug store owners in your state will tell you the Double Kay Nut Shop is producing more sales and profits than any item in the drug store occupying similar space.

IF—you have a clean, first-class drug store, let us reserve a Nut Shop for you.

THE KELLING NUT CO., 2800 W. Belmont Ave.

Chicago 18, Illinois



In a tight contest, in sports or business, it's often the *extras* that win the day. Take, for instance, the *triple-threat* program of *extra* promotional help Sealtest fountain dealers get:

- ① National advertising — the smash-hit Big Top television circus and color pages in LIFE and the POST.
- ② Compelling radio and newspaper advertising right in your own area.
- ③ For the payoff drive, sales-creating display materials and inspired promotion ideas to create more fountain traffic and bigger sales per customer.

Quarterback your store to greater fountain profits. Call your SOUTHERN DAIRIES SEALTEST OFFICE today.

DOINGS

our own ladies were models: Mesdames A. A. Gwynn, E. W. Buchanan, Gordon Cory and C. C. Fordham, Jr. The styles were intriguing and the models would have done credit to John Powers.

The October meeting was held Tuesday the 27th at the Mayfair Cafeteria with the following hostesses: Mrs. Cory, Mrs. Z. V. Conyers, Mrs. Ben Collins, Mrs. D. D. Claytor and Mrs. C. V. Cagle. Our Chaplain, Mrs. Garland Coble, was the devotional leader. A variety of fall flowers and attractive place cards decorated the tables. The draw prize was won by our speaker, Mrs. Culbreth.

Mrs. Brewer, president, gave a gracious welcome to all the visitors, who included Mrs. Culbreth accompanied by Mrs. Wesley Viall of Pinehurst, and Mrs. Jack Ranzenhofer and Mrs. Philip Lavallee from Greensboro. Several committees reported, and members were delighted with the progress made in the Card and Doughnut sale. It is hoped that the good work will continue.

News Briefs

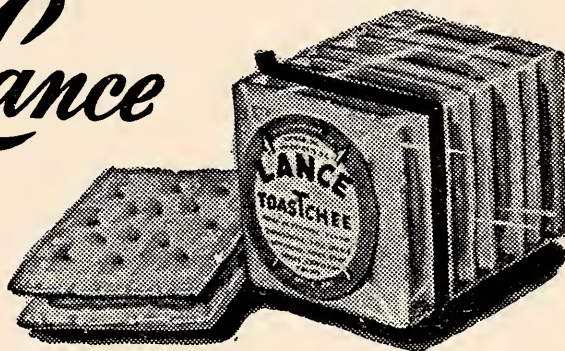
The "Stork" has been quite busy in the vicinity of the Edmonds Drug Store lately, making a visit to the Marion Edmonds and also to the E. R. Kinard, Jrs. Mr. and Mrs. W. C. Brown, of Crutchfield-Browning also have a new arrival.

Mr. and Mrs. P. A. Hayes and Mr. and Mrs. Stephen Forrest, of Justice Drug Co., have recently returned from the National Wholesale Drug Association meeting in Los Angeles, California. One of the high lights of the trip was Steve's Coast to Coast broadcast on Art Linkletter's House Party Show! The lovely Gail Robbins selected him from the audience to sing a duet with her. The result was a new version of an old tune, "It Had to Be You." He appeared completely at ease and apparently was having a wonderful time.

We are happy to report that Mrs. V. F. Smith is much improved after having spent several days in the hospital.

ASK FOR

Lance



Peanut Butter

SANDWICHES

North Carolina Society of Hospital Pharmacists in Vitro

HALCYONE COLLIER, *Reporter*

McPherson Hospital of Durham has a right to be proud of its chief pharmacist, Hughel F. Padgett. He has recently instituted a new method for preparing sterile ophthalmic solutions. The procedure requires the use of the Steri-Rx-Chamber developed by Dr. Louis W. Busse, professor of Pharmacy at the University of Wisconsin. All apparatus is sterilized by autoclaving, including the dropper bottles. The ophthalmic solutions are buffered and isotonic. The apparatus is a glass chamber in which is enclosed an ultraviolet generator. The ophthalmic solutions are filtered in the chamber by vacuum filtration through a Sela bacteriological filter. Too little attention has been given to the proper preparation of ophthalmic solutions which makes Mr. Padgett a real pioneer in our state. He will be glad to supply information concerning the operation of the Steri-Rx-Chamber to any hospital or retail pharmacy interested.

Oscar J. Rodgers of the James Walker Memorial Hospital, Wilmington, has resigned his position there to accept a position as Chief Pharmacist at Rowan Memorial Hospital, Salisbury. He is living at 306 Mahaly Street, Salisbury.

An informal gathering of Hospital Pharmacists was held in Burlington on Thursday evening, November 19. Sandy Griffin, chief Pharmacist at the Alamance County Hospital, was host. Those attending the meeting were Cecil I. James, M. T. Wagner, Jr., Edward Superstine, and I. T. Reamer, all of Duke University Hospital; William J. Miller of Watts Hospital; W. T. Collier from N. C. Memorial Hospital, and Claude U. Paolomi of Moses H. Cone Memorial Hospital. An informal discussion was held, climaxed with a visit to the Alamance County Hospital Pharmacy, and a trip to one of the hospital nursing stations.

The registered nurses of hospitals in Buncombe County held a two-day meeting at the Buncombe County Medical Library, November 12-13. The afternoon session of the second day concluded with questions directed by the nurses to members of a panel of

"experts." Miss Halcyone Collier of St. Joseph's Hospital, Asheville, represented the hospital pharmacists. The question and answer period was, to say the least, lively but it should make all hospital pharmacists a little proud to know that of all hospital departments, the pharmacy was the least criticized.

Hunter L. Kelly, Chief Pharmacist of Watts Hospital, Durham, for twelve years, will, on January 1, 1954, open a professional pharmacy in the Professional Building in Durham. The hospital pharmacists of the state will regret losing this member, but will want to wish him every success in his new business. The retail members of our profession will find him a pharmacist of the highest caliber. Miss Dorothy V. Brecht, sister of E. A. Brecht, Dean of the School of Pharmacy, will replace Mr. Kelly at Watts Hospital. Miss Brecht graduated from the School of Pharmacy of the University of Minnesota and has been employed as pharmacist at Midway Hospital in St. Paul, Minnesota. We are happy to welcome her as a hospital pharmacist in our state.

Miss Betty Gamble and W. W. Taylor, Chief Pharmacist of the N. C. Memorial Hospital at Chapel Hill, were married November 25. Bill's many friends throughout the state extend to him their congratulations and best wishes.

The regular quarterly meeting of the N.C.S.H.P. was held November 7 in the auditorium at Mercy Hospital, Charlotte with Gilbert Colina, chief Pharmacist of Mercy Hospital, as host. An open forum discussion was held with James W. Mitchener, Chief Pharmacist of Cabarrus Memorial Hospital and president of the N.C.S.H.P., acting as moderator. Charges on take-home prescriptions for patients leaving the hospital, routine charges to inpatients, outpatient prescription handling, product duplication, and the hospital formulary, as well as House Bill No. 419, were discussed. Mr. Colina served coffee and doughnuts to those present. The next meeting of the N.C.S.H.P. will be held at Chapel Hill in January.

JAMES MALCOLM HALL

James M. Hall, well known pharmacist of Wilmington, died in that city on November 6th at the age of 74.

A native of Sampson County, Mr. Hall moved to Wilmington with his parents when he was 11. After studying pharmacy in Raleigh, he was licensed as a pharmacist in 1901.

He was employed as business manager of the City Hospital (now James Walker Memorial), Wilmington, after receiving his license. Later he opened a drug store in Wilmington, which his son, Mike, operates today.

Over the past 53 years, Mr. Hall was identified with all progressive movements of Southeastern North Carolina. He was a member of many clubs, took an active part in the religious life of his community, and for many years was one of the leading political figures of his section.

Mr. Hall was affectionately known as "The Mayor of Dry-pond." For almost 25 years he served as one of the New Hanover County Board of Commissioners.

The N. C. Pharmaceutical Association, recognizing his service to his community, recently presented Mr. Hall with a life-time membership in the organization.

Survivors are the widow; a son, Malcolm; and three daughters.

EUGENE LEA WEBB

Eugene L. Webb, 72, formerly of Thomasville, died suddenly on November 25 at his home in Dunedin, Florida.

Mr. Webb was born in Roxboro on December 9, 1881 and licensed as a pharmacist in 1907. After operating the Thomasville Drug Company for nearly 40 years, Mr. Webb sold the business two years ago to Henry E. Smith and P. L. Trotter at which time he moved to Florida.

Survivors include Mrs. Webb; a daughter and two sons.

Births

Mr. and Mrs. David McGowan of Chapel Hill announce the birth of a daughter, Elizabeth Helen, at Watts Hospital on November

2nd. With a growing family (3 daughters and a son), Dave will redouble his efforts to see that Lilly products move in the Durham area.

Mr. and Mrs. Paul L. Fisher of Jonesville announce the birth of a son, Paul Timothy, at the Hugh Chatham Memorial Hospital, Elkin, on November 18. On the cover page of the announcement the Fishers let their friends know about "the new body by Fisher." On the inside of the attractive folder, some of the highlights of the "Fisher Body" were listed: breath-taking design, beauty combined with durability, chassis length 20 inches, weight 7 lbs., 5 ounces, seat designed for comfort, changeable seat covers, sparkling new headlights, extra loud horn, adequate intake and exhaust system.

Paul, who works at Abernethy's Pharmacy in Elkin, assures one and all that "the designers anticipate no other model this year."

Marriages

Miss Frances Elizabeth Gambill and William West Taylor were married in Durham on November 24 at the Watts Street Baptist Church. The bridegroom is chief pharmacist of the University Memorial Hospital, Chapel Hill.

Miss Elizabeth Ann Hogan, daughter of Pharmacist and Mrs. Alexander Lacy Hogan of Kinston, and Samuel Howard Price, Jr., son of Pharmacist and Mrs. S. H. Price of Mooresville, were married in Kinston on November 24.

The bride attended the University of N. C. and graduated with an A.B. degree from Greensboro College, where she majored in religious education.

The bridegroom graduated from the University of N. C. with a B.S. degree in Pharmacy. He has assisted his father in operating the Miller Drug Company of Mooresville, and prior to entering the U. S. Army, he was employed for 9 months at the Parkview Drug Store, Kinston.

After a wedding trip to Virginia, Mr. Price left for Germany where he will be stationed for the next year.

James M. Hall: Leader, Counselor, Friend

By BEN McDONALD

Like everyone else in this entire region I lost a good friend last Friday with the untimely death of Dr. James Malcolm Hall, respected of human beings, leader extraordinary, wise counselor and truly a friend to all his fellowmen . . . many will mourn his passing, the great loss to the community . . . all will miss his physical presence . . . but young and old alike will be the better for the fond, deep abiding memories of a man who while passing this way made the lives and things he touched more worthwhile . . . Dr. Jim practiced the true precepts of a Christian life . . . he was sincere, warm hearted and understanding . . . his was always a helping hand in the hour of need . . . and the handclasp of congratulations in the hour of triumph . . . he breathed a good, clean atmosphere into any event . . . and his confidence in the better side of all men is a lasting tribute to his memory and an attribute that others would do well to follow . . . an idealistic person, he was a man of strong character, yet, a person who could see both sides . . . his ability to sift the wheat from the chaff was legendary . . . his personal loyalties undying . . . dedicated civic leader, servant of the people, Dr. Jim gave unceasingly of his time and effort to serve those who had elected him to public office . . . and no man ever in elected office, over so many years, had truly won the confidence of his friends and neighbors . . . the ballot box proved that . . . his was a representation of all the people, and throughout his public life, regardless of consequence, he acted in all matters as he felt it would best serve the interests of the majority . . . in his professional life, as one of the foremost druggists in the South, Dr. Jim served his people nobly and well . . . thousands of persons came to him in his over fifty years behind the prescription counter and, whether they could or couldn't pay, were given the service which would bring them better health . . . his drug store at Fifth and Castle became a cherished land mark . . . and who will ever forget the signs which he painted himself, that adorned the walls of his beloved drug store . . . a few months ago, Dr. Jim left the active management of the store to his

son, Malcolm, but as he was so wont to say, "Oh, yes, I've retired but I like to drop by and help the boy out once in a while" . . . that of course meant that you could frequently find Dr. Jim at the store . . . but in recent months he took time off to travel . . . he always loved to go places and see people . . . he loved everyone, young and old . . . and his golf . . . I never knew a man who liked the game better . . . but he played it as a game, as a sport . . . I recall the last time I had the pleasure of being on the links with him . . . it was a foursome, Dr. Jim, Pete Peterson, Randy Hamilton and this reporter . . . Dr. Jim, you'll remember, had just turned seventy-four . . . the rest of us well, we were a long way from that mark . . . yet, when the nine holes were completed, Dr. Jim's score was tops by several strokes—and perhaps thinking that the rest of us might feel a little unhappy about the results, in his kindly way he remarked, "Well, fellows, it looks like I had a real lucky day"—and yet, Dr. Jim was well known for his ability to shoot eighteen holes in the low eighties . . . or perhaps, many of you, like we do, recall the times he would drop by your home for a moment, an all too brief visit, and he'd have a piece of candy for the little one, a fresh melon during the season, or a little memento from one of his trips . . . or perhaps to bring you a story about something nice that happened to one of your friends and neighbors . . . his deep feelings of regard for the people who made up his beloved Dry Pond of which he was the "Mayor" for so many years . . . his remarkable memory of the days of yesteryear . . . and the interesting tales he could tell about the folks who through the generations were his friends . . . Dr. Jim could always find something good in everyone . . . his was a life well lived . . . we are the better for having had Dr. James Malcolm Hall among us . . . the memory of Dr. James will forever, be very much alive . . . the Mayor of Dry Pond is dead—long live the Mayor of Dry Pond.—Reprinted from "*Life Around Wilmington.*"

ETHICS

(Continued from Page 627)

has established its standards of conduct and practice—"code of ethics." Such a "code of ethics," and one which could be given legal status by all our states, is the Code of Ethics of the American Pharmaceutical Association, subscribed to by all members of that Association. I can think of no place where Pharmacy's standards of practice are stated better.

But the mere statement of a code of ethics, its approval and publication, and its display in our apothecaries is not sufficient discharge of the moral and legal obligations of our profession. The principles of conduct in a "code of ethics" must be made a living symbol of pharmacy, dynamically practiced from day to day and adhered to without deviation. For to what avail is our "golden rule" if we fail to observe all the "dos and if we plot to circumvent the don'ts?" We must, in our daily endeavors for economic success and stability, constantly conform to the "dos" and shun the deliberate or accidental overlooking of the "don'ts."

I am sure, in facing an audience such as this one, that I need not fear a lack of familiarity with the codes of practice, be they formal or unwritten. Nor need I concern myself with the idea that any one of you would deliberately and flagrantly violate the principles to which we are legally, professionally and morally bound. The mere fact that you are assembled here in convention seeking professional improvement, exchange of ideas, relaxation and congress with your fellow pharmacists, and reaffirming your several interests in Pharmacy is the best evidence of your faith and pride in Pharmacy and your adherence to the modes of practice. But I am concerned (and you should be, also) with the thoughtless, and often inadvertent departures from good practice that come about (in varying degrees) in our daily relations with the public, with the other health professions and with all segments of our own profession.

It is these departures which I intend to discuss here, under the broad scope of my chosen title; and, although my remarks will be somewhat passive or negative because of pointing out, primarily, the things which should not be done, I'm sure you will recog-

nize these habits or practices as being outside the "Ethics of Modern Pharmacy." I'm not going to bore you with a telling off of each and every point in a code of ethics (such as the Code of Ethics of the American Pharmaceutical Association); I will try, instead, to point out some portions of our daily relationships as pharmacists which are outside good practice and conduct, and which adversely prejudice the good name of Pharmacy. If we will all make an earnest endeavor to avoid these deviations; our return will be great—vicarious at first; but with steady, economic, surety and the general acceptance of society as the ultimate rewards.

First, let us consider how we present ourselves and our profession to the public: Do we appear to our patrons as men of professional bearing and accomplishment? Do we present our professional wares and equipment in the sterile, orderly and scientific atmosphere of a true profession? Do we, in our establishments (and particularly in our prescription departments) maintain the dignity and decorum of professionals, dedicated to serving those around us and with just pride in our service? Is our personal approach one of friendly sympathy and understanding of the needs of those who seek us?

An affirmative answer to each of these questions can be given by any pharmacist truly dedicated to the profession; and these men live well within the "code." But, having done all these things; how about the little things, the variances which undermine confidence?

For instance, can the anxious customer (waiting for the prescription which will bring relief and recovery) hear snatches of a raucous joke or bawdy story being related by a visitor to the occupant of the prescription room or the loud, spirited whistling which might convey inattention to the task at hand? Is that prescription product returned too soon to the customer, causing doubt as to the care and double-checking so essential to accuracy and completeness? Or, conversely, is the prescription too long in preparation when it is obviously already prepared in final form and the patient has observed a traffic of friends, salesmen and visitors—in and out of the prescription room—all of whom may have consumed your time

ETHICS

while the patient waits. True, none of these things I mention are "unethical" in an exact sense; but, none of them can come within the high standards of practice of our profession.

Pharmacy, being a business as well as a profession, is privileged to advertise its services; where advertising by a dentist or a physician would be considered unethical. But is your advertising, in manner and in thought, within good bounds and creditable to the Profession? Or do you, in presenting your own establishment to the public, use ill-chosen words or phrases such as:

"Your Rx is filled only by a graduate, registered pharmacist."

"We use only fresh, potent and modern drugs in our prescriptions."

"Your prescription is filled exactly as your physician wrote it."

"We do not substitute," etc.—

implying to the public that there are or may be others in the profession who do not observe the same high standards as those to which you profess. Not only are such implications economically unfair, but they are in themselves unethical, since they undermine public faith, trust and acceptance of our profession.

And, in the prescription itself; have you given pharmacy (and your own establishment) its best presentation? Or is there a shabbiness in the container, direction words misspelled, label out of balance and proportion, syrup or finger-marks on the bottle? Not a question of ethics, you say? But it is; since the standards of practice have been lowered by such inattention to detail.

Again, in the economic aspects of "ethics"—is your professional service charge commensurate with what you have done? Have you asked a fair fee, one that is neither too large nor too small? Have you as faithfully given your patron the benefit of all price reductions as soon as you have received stock adjustments and as promptly as you would have passed on to that patron any increases in your own costs? Economics, did you say? No, these things are "ethics"—put into motion and into practice; they are the standards of conduct we follow.

Since "ethics" also encompasses our

legal obligations as professional men; let me pose a few points for thought: Do you conform, in spirit as well as in the letter of the law, to the various local, state and federal laws and regulations governing Pharmacy? If a request is made for a legend drug, do you take time needed to point out the dangers of self-medication with potent drugs and the protection afforded the public by the law? Or do you merely brush off the request and turn the patient elsewhere with "I don't violate the law" or the trite remark—"This drug can't be sold without a prescription." Neither of these answers is satisfying to the patron and neither reflects any professional knowledge, integrity or conduct.

And then, again, does your "golden rule" contribute anything toward your public relations with the citizens of your community? Are you too "busy" or too "tired" to participate in parent-teacher or community affairs and thus indicate your interest in the welfare of your community? Or do you step forward when someone is needed to spark a drive or a neighborhood project? Your "community interest" is shown by your being a part of these affairs and your nonparticipation is always noticed.

Second, let's talk about your ethics or morals toward the other members of the health professions. It is in this field that we can advance the standing of our profession most; and where we should exert the greatest effort in improvement of inter-professional understanding and trust.

Have you abstained from "counter-diagnosis" and counter-prescribing? I do not mean that qualified, professional advice where the diagnosis and a potential treatment has been decided upon by the customer; but I do mean that there should be no gesture or suggestion of diagnosis from a relation of symptoms by the patron. Even the most innocent ventures into the field of diagnosis and counter-prescribing can be and are construed by the other health professions as inroads into their spheres of training; and if we are guilty of such practice, how can we take umbrage at the activities of the dispensing physician? A pharmacist is on sound footing when he utilizes his professional training and knowledge to guide the customer in selection of the proper

ETHICS

dosage form and remedy for the relief of symptoms where those symptoms are already fixed in the patron's mind; but his use of knowledge and training should never be extended to developing a "case history" and recommending a course of treatment where the patron has only the vaguest idea of the cause of his difficulties. And, do you always add the cautionary remark about consultation of the family physician should symptoms persist over several days. If you do not, then your practice is questionable and smacks of the unethical.

A practice which has received considerable attention over the past decade is the coded or secret Rx. Certainly a pharmacist who builds a better mousetrap is entitled to enjoy the return from his professional effort and enterprise; but a prescription so coded or worded that no other pharmacy has the opportunity to display its professional capabilities is one that is open to question as to its professional purpose. Is the prescription coded to insure the safety of the patient; or is it a measure to insure that the patient goes only to the pharmacy designated by the physician. Wherever the patient is restrained in his choice of pharmacist or pharmacy; that is where there is a suggestion of unethical practice or fee-splitting.

And, while touching on the economic phases of physician-pharmacist relationships; how are your practices about the charges for medicaments and supplies furnished to the physician? Do you, when supplying drugs or other office supplies to your neighboring physician, always make such a transaction a profitable one? If you fail to charge the physician for your services in either supplying or obtaining the drugs he needs; or if you fail to make a reasonable mark-up on these items; you always risk the accusation that there is a "tie-in" between you and the physician. Your practice tends to cause the physician to think that pharmacy is only a merchandising field whose sole purpose is to supply him with his wants. No professional service is rendered—very patently, it can not have been—there was no charge or profit for that which was done or furnished.

In the field of pharmacist-physician relations or ethics; there is still another trend

which indicates a departure from accepted standards that of the very closely owned, relabeled, pharmaceutical product. You are all aware of the recent "exposures" in the New York City area where a minor and unthinking group of physicians and pharmacists brought discredit to both professions by promoting and prescribing a series of pharmaceutical items whose distribution and dispensing was restricted to a selected group of pharmacies and to the products that were packaged by a firm whose ownership and profit-participation was limited to the physicians and pharmacists of the combination. Certainly there is no censure for the physician who owns stock in, let us say, Squibb, Abbott, Parke-Davis, etc.,—or in any retail drug outlet whose stock is available on the public exchanges. But there is a very definite breach of ethics for those who participate in enterprises whose business and profits are narrowed to a few products, sold only through a limited number of outlets, and whose total return on investment is directly dependent on the prescribing and sale of a limited line of drugs that are obtainable only in a very few selected pharmacies.

And now for a discussion of the ethics or relationships in practice within our own profession: Between pharmacist and pharmacist; between pharmacist and wholesaler; and between the pharmacist and the manufacturer. It is here that we tend to be most aware and critical of breaches of "ethics or association." But I am sure that a good bit of this intraprofessional criticism is deserved and that a correction of faults would tend to a better and mutually profitable understanding amongst pharmacists on the working level.

In our attitudes and manner toward our fellow, retail, pharmacists, do we always conduct ourselves in a manner which presents the best picture of pharmacy to the lay public and to the other health professions? I doubt that we do so, always. There is a great temptation, in preparing copies of prescriptions, to mislead as to the prices charged and to the materials furnished; if for no other reason than to cause your fellow pharmacist to be "out-of-line" with your own fees for services rendered. What we, as retail pharmacists, need is a more trusting and realistic belief in the integrity of

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those brothers who may fill a prescription copy from our own establishments. What we need, also, is an cooperative and friendly feeling to our competitors who may ask us for assistance through an oblige note or in asking for a copy over the telephone. In our expressions about our competitors in business is where our "golden rule" has the most opportunity for use. To speak of a competitor with good-will, honesty, and praise is to increase the stature, not only of pharmacy, but of ourselves as well as the competitor. A snide or uncomplimentary remark about a competitor or the services he may, or may not, render is often the only measure that our patrons may have of our own competitors. A reflection upon a fellow pharmacist, spoken in a moment of pique or anger, often boomerangs to have a listener think ill of all pharmacists.

In the area of economics of the retail pharmacy, particularly in the prescription department, is where a benign attitude is most effective. I'm sure that all of you are aware of the ultimate effect of "price-cutting" in the prescription department. Not only is such a practice unmoral or unethical, where the essential ingredients of life are used for unfair competition; but the over-all effect is to cheapen pharmacy in the minds of the lay public. No one appreciates a "bargain" where his health or well-being is at stake; therefore, don't let your own practice become cheapened by using your professional services as "loss-leader" to attract patronage.

The bug-a-boo of "substitution" has ever darkened the practice of pharmacy and its very existence is made possible by the efforts of a few, unscrupulous pharmacists to better themselves, competitively and economically, over their fellow-practitioners. There is no place in pharmacy for the "counterfeits" or "substitutes" of trade-marked and professionally promoted pharmaceuticals. The very presence of these substitute or mutation drugs on your prescription shelves indicates a weakness in your professional attitude and moral character. Throw them out—and you will never have cause or opportunity to waiver in your adherence to the highest of professional conduct and standards.

In discussing the ethics of the wholesaler-retailer relationships, in so far as it pertains to pharmacy and pharmacy's ancillary products; let me point out that each of these levels of distribution has very definite obligations to the other. The retail pharmacist should confine his wholesale purchases to the firm or firms which serve his geographical area; and thus afford the wholesaler the means of supporting the promotions, special-offers, and helpful assistance the wholesaler gives to the retailer. A friendly relationship with the wholesaler's salesman and the willingness to receive him, listen to him, order from him, and to speed him on his way with a minimum of delay, makes for a most economical distribution of drugs and for the rendition of prompt, efficient service.

On the other hand; the wholesaler (in his efforts to attain high sales volume) should always endeavor to protect his chief source of business, the retailer. I recognize that it is increasingly difficult to refuse business from those who are competitive to the retail druggist, such as the "pine-board," the "super-market" and the other fringe operators; particularly when these groups have ready cash and offer an entirely new and possibly additional source of business. But, and here we can view it from the economical side if not from the ethical side, what good is this business if it eventually chokes off and cancels the lucrative trade which had been done with the retail druggist? In the same way, the wholesaler should avoid sales within the health-professions which go outside the normal channels of distribution through the retailer—those to the dispensing physician or to the industrial clinic or sick-room. These agencies are competitors to the retail druggist, and the advantage given them by "wholesale" buying undermines the retailer's position and forces him to unprofitable and reluctant service.

And now to a phase of ethics involved between the manufacturer and the retail druggist; and here is where some of the more sore spots are most apparent. Manufacturer "X" has spent considerable time, money and research in the development of a new drug, or in a new therapeutic usage of an old drug. Therefore, the manufacturer is entitled to remuneration for his effort. It is decidedly unethical and unfair for a retail

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druggist (or another manufacturer) to foster the dispensing and sale of "imitative" or "substitutive" pharmaceuticals to be used in the place of the manufacturer's development. And, blatant "counterfeiting" of an ethically promoted, prescription product has no place in the ethical practice of pharmacy. Conversely, when research and development costs have been regained, when a portion of profits has been set aside for further research, and when the manufacturing economies have progressed to a point where more than normal returns are anticipated; a manufacturer should adjust the margins of profit on an item so that imitation and duplication are discouraged, and the cost to the patient is a reflection of true medication being provided at the most reasonable price or fee that is consistent with therapeutic activity and results.

I cannot leave the field of retailer-manufacturer ethics without taking notice of several matters which have become, quite disturbing. One is the trend, among certain pharmaceutical "specialty" houses, toward overlooking obligations to those pharmacists having direct accounts whose large prescription volume and energetic efforts in the behalf of a manufacturer have helped put the manufacturer and his products "in business." I feel that many of you have wondered at the "ethics" of a manufacturer who was all too willing to give you a "direct-account" while he was establishing his position in pharmacy; and who, having successfully promoted his products, cancels or nullifies the concessions originally made to the pharmacist who got him started. I know that there is an attempt to justify this action in the terms of a more concentrated and economical distribution through the normal wholesale channels; but how about the obligation to the people who made the original investment and promotion, and gave initial distribution of the products to the medical profession and the public?

Another trend, particularly in the field of the antibiotics and specifics, is the tendency of the producer of the basic drug to step into the field of the retail pharmacist and to prepare each and every dosage-form and dosage-combination that a laboratory can develop. Not only is the pharmacist

asked to stock, store, keep preserved and to dispense the basic drug; but he is pressured by high-powered advertising and promotion to carry a multitude of forms and combinations of that drug whose preparation is entirely within his own training and capability! Look on your own prescription shelves and note the vast array of new dosage-forms and packaging of basic drugs. Are there any of them, other than the parenterals, that you could not prepare if the basic drug was furnished to you and if the manufacturer wasn't trying to get into the retailer's sphere of operation (and profit)?

Now, I see the allotted time is coming to an end. I must therefore sum up those points covered above in a small, capsule form. Probably the best way in which I can do this is to point out that all "ethics," in other fields or in pharmacy, in ancient days or today, are merely daily practicings of the "Golden Rule": "Do unto others as you would have others do unto you." A modern practice of pharmacy, following this simple rule in all its relationships to the public, the health professions, and other pharmacists, can never be anything but "ethical."

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